

Introduction to Course 3

Use research to inform ideation

Build goal statements

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Outline user flows

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Week 1 review

Learn more about goal statements

It's time to merge the insights from empathy maps, personas, user stories, and user journey maps to come up with a focused scope for your designs. You'll transition from the problem the user is facing to the solution we can create as UX designers. To focus the scope of your designs, you'll create a goal statement.

A **goal statement** is one or two sentences that describe a product and its benefits for the user. In other words, the goal statement provides the ideal solution for your design challenge. Goal statements cover *who* the product will serve, *what* the product will do, and *why* the product solves the user's need.

Let's explore how you can create a goal statement for your own design project.

1. Revisit your problem statement.

You need to understand the problem that users are facing before you can design a solution to address that problem. As a reminder, here is the template you can use to create a problem statement:

PROBLEM STATEMENT

_____ is a/an _____

user name user characteristics

who needs _____

user need

because _____.

insight

[User name] is a/an [user characteristics] who needs [user need] because [insight].

Here's an example of a problem statement from earlier in the certificate program that you might remember:

PROBLEM STATEMENT

Sawyer is a/an **construction business owner**

user name user characteristics

who needs **to attend local trade show conferences**

user need

because **they need to network to find more clients**.

insight

Sawyer is a construction business owner who needs to attend local trade conferences because they need to network to find more clients.

If you didn't create a problem statement, you can still get the answers you need to create a goal statement. You can pull the who, what and why into your goal statement from various other parts of your research and work to date. You can find the *who* using the information from your persona. The user story can provide the *what*. And the empathy map and user journey maps will help you answer the *why*.

2. Transition from identifying the problem to defining the goal.

At this point, it's time to transition from the problem that users are facing to the solution we can design to meet their needs. This can be a single, specific goal or a greater idea that you've chosen to be the focus of your design.

Remember, the goal statement should be just one or two sentences that describes the product and its benefits for the user. Your goal statement needs to address the problem that you identified earlier in the problem statement.

A strong goal statement:

- Describes a *specific action* users can take or what the product will do.
- Defines *who* the action will affect.
- States *the positive impact* of the action or why the product solves the user's need.
- Outlines *success* in measurable terms.

To create a goal statement, you can fill in this template:

GOAL STATEMENT

Our _____ will let users _____

product (what) perform specific actions (what)

which will affect _____

describe who the action will affect (who)

by _____.

describe how the action will positively affect users (why)

We will measure effectiveness by _____.

describe how you will measure the impact

Our [product] will let users [perform specific actions] which will affect [describe who the action will affect] by [describe how the action will positively affect them]. We will measure effectiveness by [describe how you will measure the impact].

Using this template, we can quickly write a goal statement that addresses the user problem identified in the problem statement above:

GOAL STATEMENT

Our **TradeConference app** will let users **expand their business**

product (what) perform specific actions (what)

which will affect **how business owners connect with new clients**

describe who the action will affect (who)

by **giving them the ability to connect with clients at local trade shows**.

describe how the action will positively affect users (why)

We will measure effectiveness by **analyzing show attendance**.

describe how you will measure the impact

Our TradeConference app will let users expand their business which will affect how business owners connect with new clients by giving them the ability to connect with clients at local trade shows. We will measure effectiveness by analyzing show attendance.



That's it! You now know how to create a great goal statement. With a little bit of practice, you'll be able to write goal statements that confidently guide the product development process.

