1.
This activity helps you recognize how problem statements support establishing design goals and defining deliverables. A problem statement is a clear description of the user's need that you should address. A strong problem statement meets these criteria:
It's *human-centered.*

It's *broad enough* for creative freedom.

It's *narrow enough* to be solved by a practical design solution.

In this activity, you'll craft a problem statement for one of the personas you created for your portfolio project. After you complete this activity, you'll have the opportunity to compare your work to a completed exemplar in the following course item.

# Step-by-step instructions

Step 1: Access the persona and problem statement templates

To use the template for the persona, click the link below and select "Use Template."

Link to template:  persona template ↗.
OR

If you don't have a Google account, you can download the template directly from the attachment below.

📎 Google UX Design Certificate - Persona [Template]
PPTX File

To use the template for the problem statement, click the link below and select "Use Template."
Link to template: problem statement template ↗.
OR

If you don't have a Google account, you can download the template directly from the attachment below.

📎 Google UX Design Certificate - Problem Statement [Template]
PPTX File

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### PROBLEM STATEMENT

| Click to add text | is a/an | Click to add text |
|---|---|---|
| user name | | user characteristics |

who needs | Click to add text |
| user need |

because | Click to add text |.
| insight |

Step 2: Formulate a problem statement
Choose one of the personas you created for your portfolio project in the
Develop personas⤢ activity and formulate a problem statement for that persona using
the problem statement template. Write a problem statement using this simple formula:

. Start with the name of the user.

. Add a short description of the user's characteristics.

. Clearly describe the user's need.

. Explain why the user has that need; in other words, an insight into the user.

Here's a problem statement example we came up with for an app we're designing for
making reservations at the local gym. This example is only to show how to build a
problem statement and is unrelated to the Food Saver project. In our example, we've
focused on a user named Amal:

## PROBLEM STATEMENT

_____ is a/an _____
Amal                                          athlete
user name                                      user characteristics

who needs _____
a way to sign up for workout classes
user need

because _____
the classes they want to participate in fill up fast
insight

"Amal is an athlete who needs a way to sign up for workout classes because the classes
they want to participate in fill up fast."
Amal is the user's name in this example. Their user characteristic is that they're an
athlete. Their user need is that they want to sign up for a workout class. The designer's
insight about Amal, or why they have this need, is that the workout classes fill up quickly.
Keep in mind that a well-written problem statement will help your design team:

Establish goals

Understand constraints

Define deliverables

Create benchmarks for success

Step 3: Reflect on the completion of this activity
Be sure you've addressed the following criteria in your completed deliverable. Your
problem statement should clearly specify each part of the problem statement template:

. It should start with the name of the user.

. It should add a short description of the user's characteristics.

. It should clearly describe the user's need.

. It should explain why the user has that need.

With these parts clearly defined, your problem statement will be:

Human-centered and focused on the needs of a specific type of user

Broad enough for creative freedom

Narrow enough to be solved by a practical design solution

Step 4: Save your work
As you complete these activities, remember to save all of your work to your computer, a
hard drive, or a Google Drive folder to make sure you have all the resources you'll need
later in the course for your portfolio.