What Is a Problem Statement?

A problem statement clearly defines the issue a design aims to address. It should be concise, comprehensive, actionable, and measurable, while aligning with both user needs and business goals. The B2B company UX Design team has a goal for all designers to articulate problem statements that are either data-informed or explicitly state assumptions for 100% of their designs in Jira.

A complete problem statement should include:

- **Title or Problem Summary:** A concise, descriptive title.
- **Context/Background:** A brief description of the environment or situation.
- **Problem Description:** A clear articulation of the problem.
- **Impact:** Highlights the negative effects of the problem.
- **Evidence:** Provides supporting data, user feedback, or observations.
- **Goal/Objective:** States what success will look like once the problem is solved, often using measurable metrics.

Problem statements must be clear and specific, connecting to user research. When data is not available, assumptions should be acknowledged.

B2B company UX Team Processes and Tools

The B2B company UX team uses several key tools to maintain consistency in their processes.

- **Jira:** A required tool for documenting design assets. It is used to document requirements and the design implementation framework.
- **Google Docs (Slides):** Used during the project's discovery phase to gather and communicate key insights from research and analytics.
- **Miro:** A collaborative tool for the discovery phase, used to involve stakeholders, document user flows, and outline questions.
- **Figma:** Projects are organized with a specific folder structure, including a main folder for `the project` and subfolders for specific projects. The team also uses a product-specific **Component Library** to centralize components from the **design system** library.

Research and Documentation

The team uses three primary avenues for gathering customer insights:

- **Continuous Interviews:** Ongoing, frequent conversations that provide up-to-date user feedback.
- **Standalone Research Studies:** One-off projects that allow for larger sample sizes and a wider range of research methods.

- **Telemetry:** The continuous collection of data from users' interactions with the product. It provides a large amount of data on user behavior but lacks context.

All research data is documented in **EnjoyHQ**, the primary data repository. Each project gets a dedicated folder that includes the study plan, data (like recordings or notes), a report, and "stories" that link related findings. Designs are contributed to the **Design Hub** once they are "in review," serving as a historical record for the team and stakeholders.