Welcome to the Problem Statement Workshop

Define a clear, customer-centered problem statement as a team

DESIGN SPRINT ACADEMY™

Today's Objective

Define the target customer and align on a common Problem Statement.

Your team: Create one sticky name, update, OR Photo of Yer face

First, Last name Job Title, Company

Your Sandbox

It's time to get more familiar with MURAL!
We will practice together some basic functions: Create a sticky note, Edit a sticky note and Vote.

Take a look at the gifs below to see how it works.

Team member 1 · Team member 2 · Team member 3 · Team member 4 · Team member 5 · Team member 6 · Team member 7

Sprint Challenge

..... Write your Design Sprint Challenge here and introduce it to your team of stakeholders .....

Today's Agenda

- Identify the target customer.
- Define the problem from the customer's perspective.
- Understand when and where the problem is occurring.
- Discover the customer benefit and the value for the business.

STRUCTURE — PROBLEM STATEMENT

Bank of America 'Keep the Change' - Case study

Why the Problem Statement is Important?

DON'T JUMP BEFORE YOU KNOW WHERE YOU WANT TO LAND

APPROACH

Design Sprints are a problem-solving method. They can tell us if we defined the right solution, but they can't tell us if we are solving the right problem in the first place.

By humanising our business questions and deciding whether they are worth the investment we can save tremendous amounts of resources, money and time.

WHO

IS AFFECTED?

WHO is having the problem?
WHO will benefit from our solution?
What do we know/assume about them?

1. Directions - Personas Brainstorm
2. Directions: Interview or Stalk your target customer, audience, persona.
   - Customer who use the product
   - Creating user attractive logo
   - Both company and the customer
   - We can find our customer's wish and improve the quality if the logo
3. Directions - Facts Brainstorm
4. Directions: Interview or Stalk some facts about your customer
   - Creating user attractive logo
   - Creating user attractive logo
   - We can find our customer's wish and improve the quality if the logo

WHAT

IS IT ABOUT?

Is it easy to explain?
Is it an actual/real problem?
Have we got any evidence?

Directions - Problems Brainstorm

Directions: Interview or Stalk user's or the problem from the customer's perspective.

- Drop in the product sales rate
- Yes,Its pretty easy to explain
- Yes,It is related to company sales and development
- Drop in the product sales rate

WHERE/WHEN

DOES IT OCCUR?

What is the context where the Persona is experiencing the problem?

Can we easily explain the context?

Have we got proof of the problem happening in a certain context or space?

Directions - Context Brainstorm

Directions: Interview or Stalk when/where is the customer experiencing the problem?

- In marketing of the product
- Yes,It maybe due to user interest
- Lacking in the sales of the product

WHY

CARE ABOUT IT?

What is the most important value for the user?
What pain points would a solution help get rid off?

Why is it worth our investment?
How does it meet our business goals? KPIs?

Directions - Value for the Persona

Directions: Interview or Stalk who will the business benefit from solving this problem?

- Users are responsible for the spreading of the product throughout the market
- Negative feedbacks can be avoided
- Logos will be the main pillar of the company
- If our logo gets popular we will be having a great increase in profit

Problem Statement

ONCE THE TEAM HAS DEFINED THE PROBLEM, TRANSFER THEIR OUTPUT IN THE TEXT BOXES BELOW. THEY SERVE AS THE SKELETON OF THE PROBLEM STATEMENT.

WHO?

Creating user attractive logo

Attractive logo helps to increase the marketing of the product and make the customer to remember it

WHAT?

Drop in the product sales rate

If the logo is not catchy and attractive it will drop the sales rate

WHERE/ WHEN?

In marketing of the product

Logos are important in representing the product in market

WHY?

Negative feedbacks can be avoided

Customer value/benefit

It will great a good impression on our product

Logos will be the main pillar of the company

Business value/benefit

It will help in increase our popularity and helps to withstand in market

Congrats! You are done!!!

Share your feedback