

What is the problem?

Focus on a good written statement and the 4 W's, Who What When Why

Assignment: Create a problem statement

Procedure: Think for 5 min about a problem, draft a statement

Repeat the following 2 times:

Cluster with 4 people

Discuss your problem, refine your statement

Deliverable: A problem statement.

Type it simply, screenshot and upload it to website.

You can upload it to the website by following the slides, or look into adding an image source.

Group: Cassidy, Holden, Jordan

Problem: There is not enough parking on campus

Persona: Visitors cant find parking to enter the school

John Davis, 40, is a plumber living in South Carolina. He is married and a father, managing both work and family life.

John davis goes to the new visitors center parking lot and quickly find parking allowing him to make it to his meeting on time.

Image depiction:





