

Focus on the Problem



Pitfall 1: Mixing the problem and the solution



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By the end of this lesson you will be able to...

- Identify and fix the common pitfall of mixing your problem and solution together

Pitfall: Too eager to get to the solution

- Let's watch another example where Leo wants to dive right in.



Leo's bad video here

What went wrong?

- Things started OK, but Leo was so eager and excited about this solution, that he dove too fast into the solution.
- He even ignored Mia's request that he bump it up a level to showcase the problem.

Solutions matter, but they have to be solutions to real problems

- Just because you invent a shiny new tool, doesn't mean people will care. They have to need the tool first.