

### **Assignment template: Writing Problem Statements**

Fill out each section below based on your research and insights. Replace the guidance in parentheses with your own content.

#### **Step 1: Review your research insights**

*(Briefly describe any recurring user needs, frustrations, trust issues, or emotional challenges you observed. Do not focus on features, but instead focus on underlying problems.)*

From the user interviews and empathy maps, several recurring themes and challenges emerged. Olivia Carter, a conscious gifter, expressed a strong need for transparency in the sourcing and production processes of handcrafted items. She often feels frustrated when product descriptions are vague or when she can't verify the ethical practices of the seller. Additionally, Olivia values a seamless shopping experience with clear product descriptions, high-quality images, and trustworthy reviews. Her emotional connection to products with a story is crucial, and she often hesitates when this information is lacking. These insights highlight the importance of trust, storytelling, and a user-friendly interface in her purchasing decisions.

#### **Step 2: Understand the structure**

*(Use this template to structure your problem statements)*

Conscious gift-givers like Olivia need a way to verify the ethical sourcing and production practices of artisans because they want to ensure their purchases align with their values. Currently, they struggle to find transparent information, which leads to hesitation and a lack of trust in their purchases.

This structure ensures that each problem statement clearly identifies the user group, their goal or challenge, the underlying reason (emotional or functional), the current obstacle, and the resulting undesirable outcome.

*(User persona or group) needs a way to (achieve a goal or overcome a challenge) because (emotional or functional reason). Currently, they (describe the obstacle or friction), which leads to (undesirable outcome).*

### **Step 3: Write two to four problem statements**

*(Write two to four unique problem statements using the template above. Focus on different user pain points, such as trust, navigation, checkout experience, or emotional connection.)*

#### **Problem statement 1:**

Conscious gift-givers like Olivia need a way to verify the ethical sourcing and production practices of artisans because they want to ensure their purchases align with their values. Currently, they struggle to find transparent information, which leads to hesitation and a lack of trust in their purchases.

#### **Problem statement 2:**

Artisan enthusiasts need a platform that highlights the stories and processes behind each product because they seek an emotional connection to the items they buy. Currently, they often encounter products with minimal background information, which results in a less meaningful shopping experience.

#### **Problem statement 3 (optional):**

Olivia needs a seamless and intuitive shopping experience with clear product descriptions and high-quality images because she values efficiency and visual appeal. Currently, she faces inconsistent product presentations, which causes frustration and confusion.

#### **Problem statement 4 (optional):**

Environmentally conscious buyers need a way to easily identify and select products that are sustainable and eco-friendly because they want to minimize their environmental impact. Currently, they have difficulty finding this information, which leads to uncertainty and potential misalignment with their values.

#### **Step 4: Validate each statement**

*(For each problem statement, check that it is based on research, empathetic, and human-centered, not just technical. Make any edits as needed below.)*

Validated statement 1:

Conscious gift-givers like Olivia need a way to verify the ethical sourcing and production practices of artisans because they want to ensure their purchases align with their values. Currently, they struggle to find transparent information, which leads to hesitation and a lack of trust in their purchases.

Validated statement 2:

Artisan enthusiasts need a platform that highlights the stories and processes behind each product because they seek an emotional connection to the items they buy. Currently, they often encounter products with minimal background information, which results in a less meaningful shopping experience.

Validated statement 3 (optional):

Olivia needs a seamless and intuitive shopping experience with clear product descriptions and high-quality images because she values efficiency and visual appeal. Currently, she faces inconsistent product presentations, which causes frustration and confusion.

Validated statement 4 (optional):

Environmentally conscious buyers need a way to easily identify and select products that are sustainable and eco-friendly because they want to minimize their environmental impact. Currently, they have difficulty finding this information, which leads to uncertainty and potential misalignment with their values.

#### **Step 5: Write opportunity statements**

*(For at least two of your strongest problem statements, write a corresponding opportunity statement using this format.)*

Your response:

How might we *(design a feature or experience)* that enables *(user)* to *(achieve an ideal outcome)* while addressing *(emotional or functional challenge)*?

Opportunity statement 1:

How might we design a transparent information section that enables conscious gift-givers like Olivia to easily verify the ethical sourcing and production practices of artisans, while addressing the emotional challenge of trust and the functional need for clear information?

Opportunity statement 2:

How might we create a storytelling feature that enables artisan enthusiasts to explore the stories and processes behind each product, while addressing the emotional need for connection and the functional desire for meaningful content?

Opportunity statement 3 (optional):

How might we develop a user-friendly interface with consistent and high-quality product presentations that enables Olivia to have a seamless and intuitive shopping experience, while addressing the functional challenges of navigation and visual appeal?