# 4W's Problem Canvas

**intel.**

**iDEA**

## Who is having the problem?

**1. Who are the stakeholders?**

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**2. What do you know about them?**

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## What is the nature of the problem?

**3. What is the problem?**

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**4. How do you know it is a problem?**

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## Where does the problem arise?

**5. What is the context/situation in which the stakeholders experience the problem?**

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## Why do you believe it is a problem worth solving?

**6. What would be of key value to the stakeholders?**

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**7. How would it improve their situation?**

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# Problem Statement Template

**Our (Who)**

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**Has *or* have a problem that (What)**

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**When *or* while (Where)**

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**An ideal solution would (Why)**

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