

4W's Problem Canvas



Who is having the problem?	What is the nature of the problem?
1. Who are the stakeholders?	3. What is the problem?
2. What do you know about them?	4. How do you know it is a problem?
Where does the problem arise?	Why do you believe it is a problem worth solving?
5. What is the context/situation in which the stakeholders experience the problem?	6. What would be of key value to the stakeholders?
	7. How would it improve their situation?

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Problem Statement Template



Our (Who)	
Has or have a problem that (What)	
When or while (Where)	
An ideal solution would (Why)	

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