Problem Statement Worksheet

This worksheet provides a guideline to better understand the problems you want to solve. Please use as many descriptive adjectives as possible. This will help grasp the essence of the problem better.
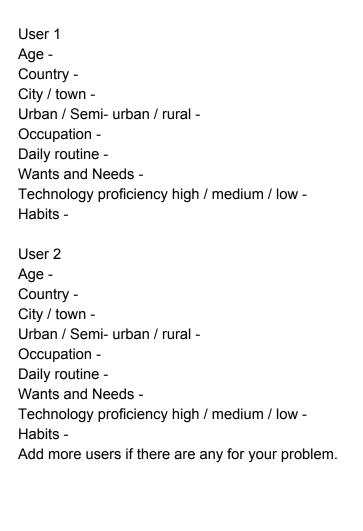
Identify and Define

1. What is the problem?
   (Explain your problem in one sentence)

2. Why does this problem matter?
   (Why does this problem matter to you? What have your observations been? Share your thought process here)

3. Who does the problem impact? Who is the end user?
   (describe the people/audience who will be impacted. Age, location, occupation, income, routine, habits, interests, likes, dislikes, aspirations, etc.)

User 1
Age -
Country -
City / town -
Urban / Semi- urban / rural -
Occupation -
Daily routine -
Wants and Needs -
Technology proficiency high / medium / low -
Habits -

User 2
Age -
Country -
City / town -
Urban / Semi- urban / rural -
Occupation -
Daily routine -
Wants and Needs -
Technology proficiency high / medium / low -
Habits -
Add more users if there are any for your problem.

4. Why does this problem exist?
   (What is the cause for this problem to exist? Geographical, political, man power, economical, human behaviour, human resource, etc)

5. How does this problem impact the end user?
   (Explain the depth of the impact. Is it financial? Emotional? Functional? etc.)

Financial impact -
Functional impact -
Emotional impact -
Any other impact -

6. Where does this problem occur?
   (At home? At work? In the kitchen? On the road? In Mumbai? What is the geography?)
   Geographical location City / Town / Village -

7. When does this problem occur?
   (What time? What hour? What day? What month? etc.)
   Which time of the year / season -

   Which Month -
   Which week -

   Which day -
   What time of the day -

8. What is the trigger event before the problem occurs?

9. What will happen if this problem is not solved?
   (Think ahead. What is the consequence of the problem?)
   Impact on user -

Impact on his/her family -

 Impact on community -

Impact on country -

Impact on world -

Research and Verify

10. Are there existing solutions to this problem? If yes, describe each of them.

    (Do research. Google it. Ask around. Make a list of existing solutions and describe each one in detail - What is the name? What is their exact function? Where are their services located? Who uses them? When do people use this existing solution?)

    Competitor 1

    Name -

    Location -

    Main service / function -

    End user -

    Features -

    Plus points -

    Negative points -

    Competitor 2

    Name -

    Location -

    Main service / function -

    End user -

    Features -

    Plus points -

    Negative points -

    Add if there are more competitors

11. What are the problems with each of the existing solutions?

    (Find out the glitches and problems. Google it. Check out case studies. Talk to people. Do a SWOT analysis - https://simplicable.com/new/swot-analysis-examples)

12. If there is no existing solution, why do you think that is so?

    (Dig deeper to understand what are the struggles in practically solving this problem)

Ideation

13. What are your MVP solutions?
   (Describe in one sentence)

   Idea 1 -
   Feature 1 -
   Feature 2 -
   Features 3 -
   Feature 4 -
   Feature 5 -
   Rough Sketch -

   Idea 2 -
   Feature 1 -
   Feature 2 -
   Features 3 -
   Feature 4 -
   Feature 5 -
   Rough Sketch -

   Add if there are more.

14. How many of your cohort mates agree or identify with your problem?
   (Find out the opinions of your cohort mates to the problem. Why do they agree / disagree? What new thoughts do they have about the problem?)