How to Create a Problem Hypothesis

As a [user role]...*	I want to [behavior or desire]...**	So that [outcome or benefit]...***
(Example) As a receptionist	I want to check my patients in electronically.	So that I can save time on paperwork and avoid transcription errors

*As a [user role]...

- You want to be as specific as possible in defining the role of your user. This is not intended to describe the demographics or a persona of the user quite yet but, rather, if the user has a specific role within their company, organization, or community.

- In the example above, you see the user has been defined by the role of "receptionist." You may have other roles such as "sales professional," "office manager," or "dentist."

- If your idea is a consumer product, you may not have a specific role outside of "user."

**I want to [behavior]...

- What does your user want (or need) to be able to do? What behavior are they willing and hoping to be able to show? What is the core desire driving them to evaluate products, including yours?

***So that [outcome or benefit]...

- What is the ultimate outcome or benefit to the user? This is generally the real need they are looking to solve.

- Will it save them time? Will it make them more money? Will it raise their status or help them improve at their role?

- This can be thought of as a problem statement and may be considered before the behavior.