|  |  |  |
| --- | --- | --- |
| **Business Problem Descriptor**  Use this form to articulate a business problem with clarity. Focus on the situation, the impact and the dynamics. Avoid describing solutions at this stage. Save the form with a different name and fill in the elements. Instructions and examples on <https://theinnovationmode.com> | | Your company name |
| Name the problem | Type a compact name for the problem | |
| The environment  What is the ecosystem where the problem exists? Who are the key users or impacted entities? Who are the key players, stakeholders, market forces and entities with vested interest?  Click [here](https://www.theinnovationmode.com/the-innovation-blog) for examples | Describe the environment in which the problem exists | |
| The current state  What are the symptoms and the impact of the problem? How do involved parties experience it? What are the identified or plausible root cause? What are the conditions or events that trigger it?  Click [here](https://www.theinnovationmode.com/the-innovation-blog) for examples | Describe the current situation | |
| The dynamics  When did the problem first appear and how fast is it growing in terms of impacted entities? What is the expected growth of the problem? Are there known attempts to address the problem?  Click [here](https://www.theinnovationmode.com/the-innovation-blog) for examples | Describe the growth patterns of the problem | |
| The ideal state  When did the problem first appear and how fast is it growing in terms of impacted entities? What is the expected growth of the problem? Are there known attempts to address the problem?  Click [here](https://www.theinnovationmode.com/the-innovation-blog) for examples | How would the ideal situation look like? | |

|  |  |
| --- | --- |
| Business Area | What are the most relevant business areas? |
| Compiled by | |  |  |  | | --- | --- | --- | | George Krasadakis | On | 21 April 2020 | |