

# Hunt Statement

A hunt statement is a tool for **narrowing down** what the designer is researching and why. Hunt statements typically take this form: **I am going to research X so that I can do Y.** X is often an activity, and Y is usually a project goal or subject area.

**Example:** I am going to research how doctors use laptops on the job so that I can design a laptop for them. Hunt statements should be developed before doing research so that there is a purpose to each piece of research. The more specific the hunt statement, the better.

<https://www.peachpit.com/articles/article.aspx?p=1389669&seqNum=2>

Vertical header: Tasks Horizontal header: Target Group	Budget managem ent	Savings planner	Investme nt planner	Consumpt ion credit	House mortgage	Mitigate inflation	Retiremen t planning	Health insurance	Moving city/countr y
Students (>18 years)	X	X	X					X	
Young adults starting a job									
Adults looking to buy a house									
Young adults planning to start a family									
Adults facing unemployment									
Adults facing health issues									
Adults starting/in/ending romantic relationships									
Adults planning retirement									
Retired adults									

## Hunt Statement:

[Budget Management] We will research what students know about budget management to design a platform to help them manage their budgets and the different strategies they can have.

[Savings Planner] We will research what students know about savings planners so we can design a platform to help them save money according to their budgets.

[Invest Planner] We will research what students know about planning investments to design a platform to help them understand and take profit from investments.

[Health Insurance] We will research what students know about health insurance to design a platform that helps them to choose one that most fits his/her conditions.