# Define your Problem

5 whys

After observing users empathetically, and embracing simple mindset shifts and tackle problems from a new direction that helps designers create innovative solutions, overcome challenges, and produce incredibly successful results. This is where the design thinking define stage comes into the picture. Here, we begin piecing the information we've gathered during the empathy stage by analyzing the observations, and synthesizing them. The purpose of this stage of the design thinking process is to define the core problems and create a problem statement in a human-centered manner.

One of the helping tools to define your problem statement is the "Five whys" (or 5 whys), it is an iterative interrogative technique used to explore the cause-and-effect relationships underlying a particular problem. The primary goal of the technique is to determine the root cause of a defect or problem by repeating the question "Why?" Each answer forms the basis of the next question.
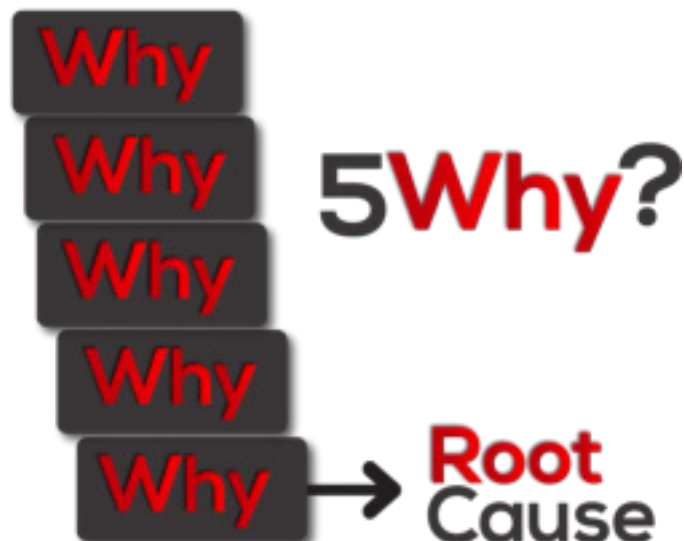
Problem Statement

An integral part of the Design Thinking process is the definition of a meaningful and actionable problem statement, which the design thinker will focus on solving. This is perhaps the most challenging part of the Design Thinking process, as the definition of a problem (also called a design challenge) will require you to synthesise your observations about your users from the first stage in the Design Thinking process

In the Define stage you synthesise your observations about your users from the first stage, the Empathise stage. A great definition of your problem statement will guide you and your team's work and kick start the ideation process (third stage) in the right direction.

Actionable POV

A Point Of view (POV) is a meaningful and actionable problem statement, which will allow you to ideate in a goal-oriented manner. Your POV captures your design vision by defining the RIGHT challenge to address in the ideation sessions. A POV involves reframing a design challenge into an actionable problem statement. You articulate a POV by combining your knowledge about the user you are designing for, his or her needs and the insights which you've come to know in your research or Empathise mode. Your POV should be an actionable problem statement that will drive the rest of your design work.

You articulate a POV by combining these three elements – user, need, and insight. You can articulate your POV by inserting your information about your user, the needs and your insights in the following sentence:

[**User** . . . (descriptive)] **needs** [need . . . (verb)] **because** [insight. . . (Compelling)]

User (be very specific)	Needs to	Needs (Verb)	Because	Surprising Insight
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References

Dam, R. F., & Siang, T. Y. (n.d.). Stage 2 in the Design Thinking Process: Define the Problem and Interpret the Results. Retrieved from https://www.interaction-design.org/literature/article/stage-2-in-the-design-thinking-process-define-the-problem-and-interpret-the-results#:~:text=A Point Of view (POV,into an actionable problem statement.