Problem statement

This should be made up of:

- the specific problem, or user need, you want to address

- the result of the problem

- the situation which makes the problem a priority, or change of situation which makes the problem higher risk

- the risk or opportunity that's a result of the problem and situation

Melanie Cannon, Lead Content Designer, DWP, **How to write a problem statement**

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Example of a problem statement for Strava, the running and cycling app

the specific problem, or user need, you want to address

It can be difficult to stay motivated to do regular exercise.

the result of the problem

A lot of people start an exercise routine like running or cycling regularly, but don't keep it up.

the situation which makes the problem a priority, or change of situation which makes the problem higher risk

In the UK, obesity is increasing and people are finding it more difficult to cope with mental health problems. We know that taking regular exercise improves our physical health as well as our mental health.

the risk or opportunity that's a result of the problem and situation

There's an opportunity to help people stay active and improve their performance. Connecting them with other people for support, encouragement and competition, and making it easy for them to analyse their workout, could help more people stay motivated.

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