

NAILING THE PROBLEM

Define the Problem You Will Be Solving

A

CUSTOMER SEGMENT:

Young adults in Toronto

B	PROBLEMS	C	FREQUENCY	INTENSITY	INELASTICITY	TOTAL
	Work-life balance		5	5	3	75
	Free time		5	5	5	125
	Money		5	5	5	125
	Organizing plans		4	5	5	100
	Finding work		3	3	3	27

D

PROBLEM STATEMENT:

Finding free time is hard. Finding time to plan and organize friends to spend free time wisely without breaking the bank is even harder

E

EVOLVED PROBLEM STATEMENT:

Finding free time is hard. Finding time to plan and organize friends to spend free time wisely is even harder. Young adults don't have the time or energy to search for new, exciting, frugal, and fun things to do on the weekend, and the process is overall overwhelming