

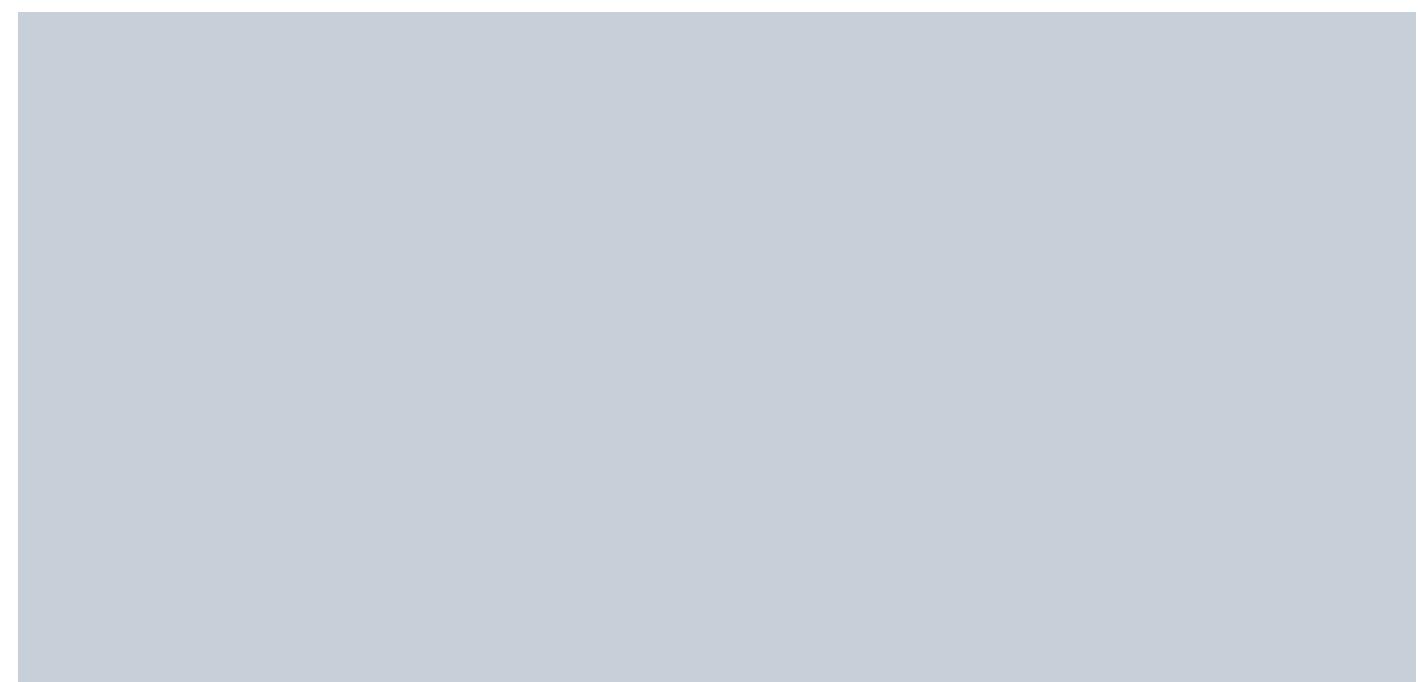
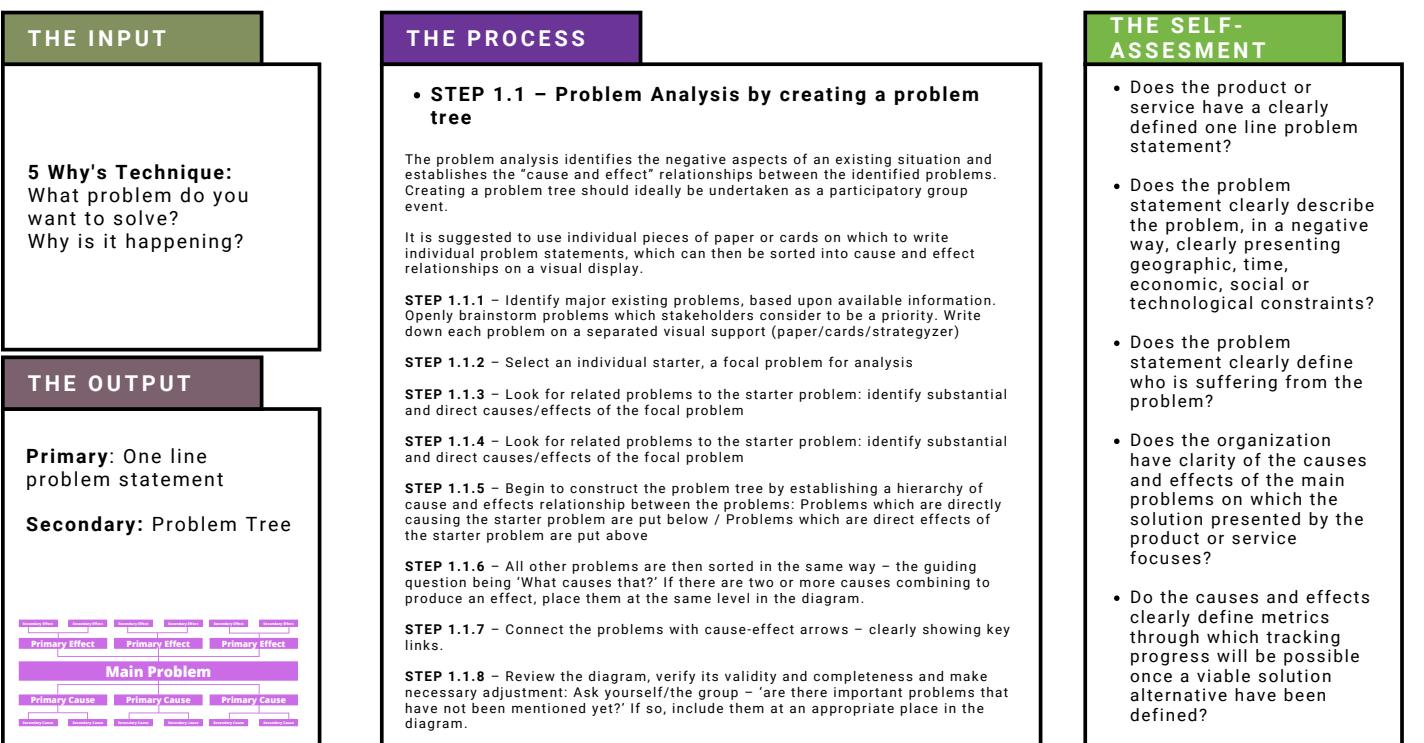
### PROBLEM STATEMENT STORYBOARD



## Write the draft of your one line problem statement

A well defined problem statement identifies the negative aspects of an existing situation, while defining a boundary (time, finance, geography) around that specific situation or challenge.

**Example:** "The quality of easily accessible water is declining 10% every year globally".



# PROBLEM STATEMENT STORYBOARD



**Step 1.1.1 - Brainstorm**  
problems which  
stakeholders consider to  
be a priority



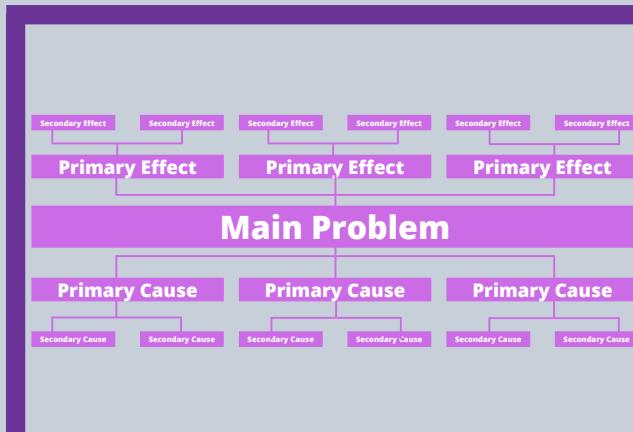
**STEP 1.1.2 – Select an**  
individual starter, a focal  
problem for analysis



**STEP 1.1.3 – Look for**  
problems related to the  
starter problem. Include  
them on your board.



**STEP 1.1.4 – Identify**  
substantial and direct  
causes/effects of the focal  
problem



**Step 1.1.5 - Construct the**  
problem tree by defining  
the cause/effect relation  
between the problems.



**STEP 1.1.6 – Sort all other**  
problems asking 'What  
causes that?'

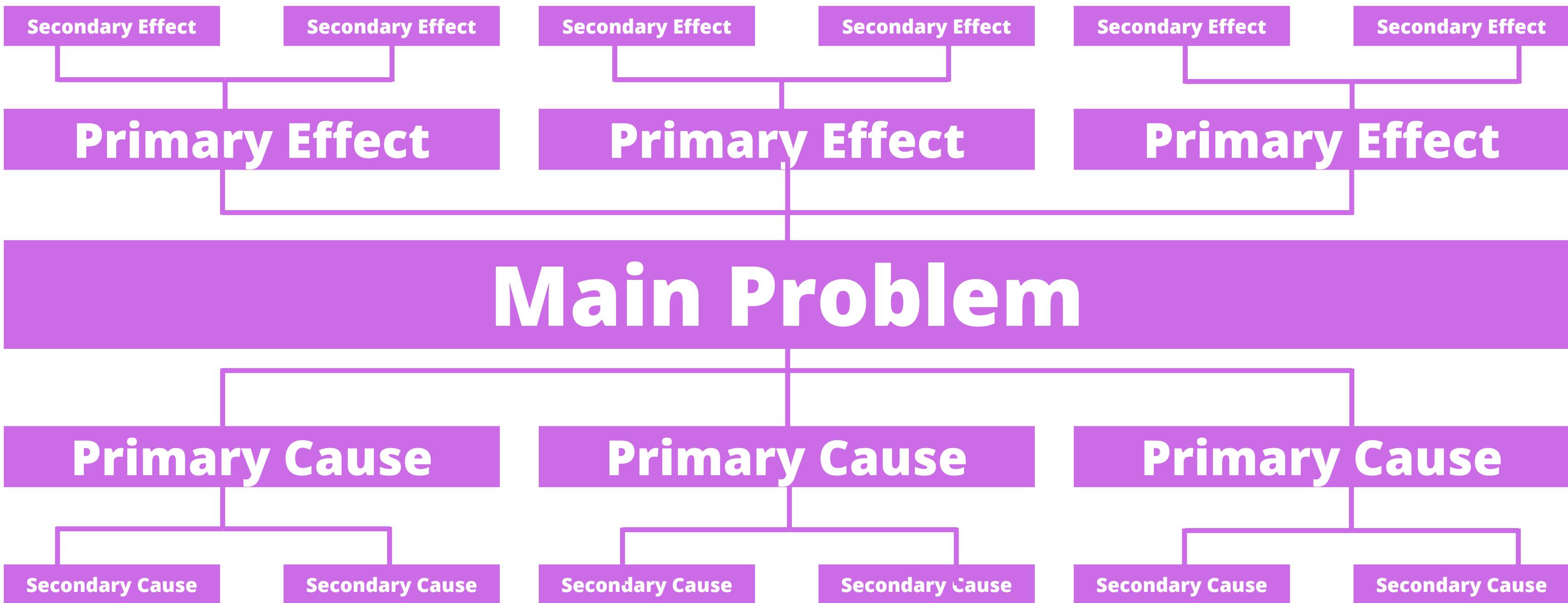


**STEP 1.1.7 – Connect the**  
problems with cause-  
effect arrows – clearly  
showing key links.



**STEP 1.1.8 – Review the**  
diagram, verify its validity  
and completeness and  
adjust

## PROBLEM ANALYSIS USING A PROBLEM TREE



# Write the draft of your one line problem statement

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**Example: "The quality of easily accessible water is declining 10% every year globally".**



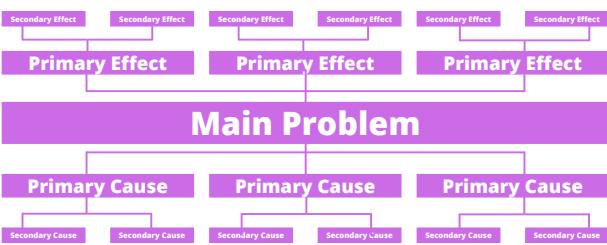
**THE INPUT**

**5 Why's Technique:**  
What problem do you want to solve?  
Why is it happening?

**THE OUTPUT**

**Primary:** One line problem statement

**Secondary:** Problem Tree

**THE PROCESS**

- **STEP 1.1 – Problem Analysis by creating a problem tree**

The problem analysis identifies the negative aspects of an existing situation and establishes the "cause and effect" relationships between the identified problems. Creating a problem tree should ideally be undertaken as a participatory group event.

It is suggested to use individual pieces of paper or cards on which to write individual problem statements, which can then be sorted into cause and effect relationships on a visual display.

**STEP 1.1.1** – Identify major existing problems, based upon available information. Openly brainstorm problems which stakeholders consider to be a priority. Write down each problem on a separated visual support (paper/cards/strategyzer)

**STEP 1.1.2** – Select an individual starter, a focal problem for analysis

**STEP 1.1.3** – Look for related problems to the starter problem: identify substantial and direct causes/effects of the focal problem

**STEP 1.1.4** – Look for related problems to the starter problem: identify substantial and direct causes/effects of the focal problem

**STEP 1.1.5** – Begin to construct the problem tree by establishing a hierarchy of cause and effects relationship between the problems: Problems which are directly causing the starter problem are put below / Problems which are direct effects of the starter problem are put above

**STEP 1.1.6** – All other problems are then sorted in the same way – the guiding question being 'What causes that?' If there are two or more causes combining to produce an effect, place them at the same level in the diagram.

**STEP 1.1.7** – Connect the problems with cause-effect arrows – clearly showing key links.

**STEP 1.1.8** – Review the diagram, verify its validity and completeness and make necessary adjustment: Ask yourself/the group – 'are there important problems that have not been mentioned yet?' If so, include them at an appropriate place in the diagram.

**THE SELF-ASSESSMENT**

- Does the product or service have a clearly defined one line problem statement?
- Does the problem statement clearly describe the problem, in a negative way, clearly presenting geographic, time, economic, social or technological constraints?
- Does the problem statement clearly define who is suffering from the problem?
- Does the organization have clarity of the causes and effects of the main problems on which the solution presented by the product or service focuses?
- Do the causes and effects clearly define metrics through which tracking progress will be possible once a viable solution alternative have been defined?

