



# How to Reframe Your Problem Statement

## WHAT IS A REFRAMED PROBLEM STATEMENT AND HOW DOES IT HELP YOU?

A reframed problem statement is a better defined and clearer version of your initial statement.

By discussing the problem statement with the team, you will reach a consensus of its meaning, and you may also unlock some innovation opportunities by taking different perspectives on the problem.

It is key for your project to make sure that you're solving the right problem, and reframing it clearly will limit wasted project time.

## LET'S HAVE A LOOK ON HOW TO REFRAME A PROBLEM STATEMENT:

**1** Write down in large letters the problem statement on the whiteboard

**2** Decide with the team what are the key words and underline them

**3** Take one by one the keywords and for each :

- A.** Brainstorm with the team on topics like : what are the different meanings or interpretations of this keyword, what could be synonyms
- B.** Start the next line If needed, decide what is the best proposal to replace this keyword (you can use dot voting).

**4** Take one by one the keywords and for each :

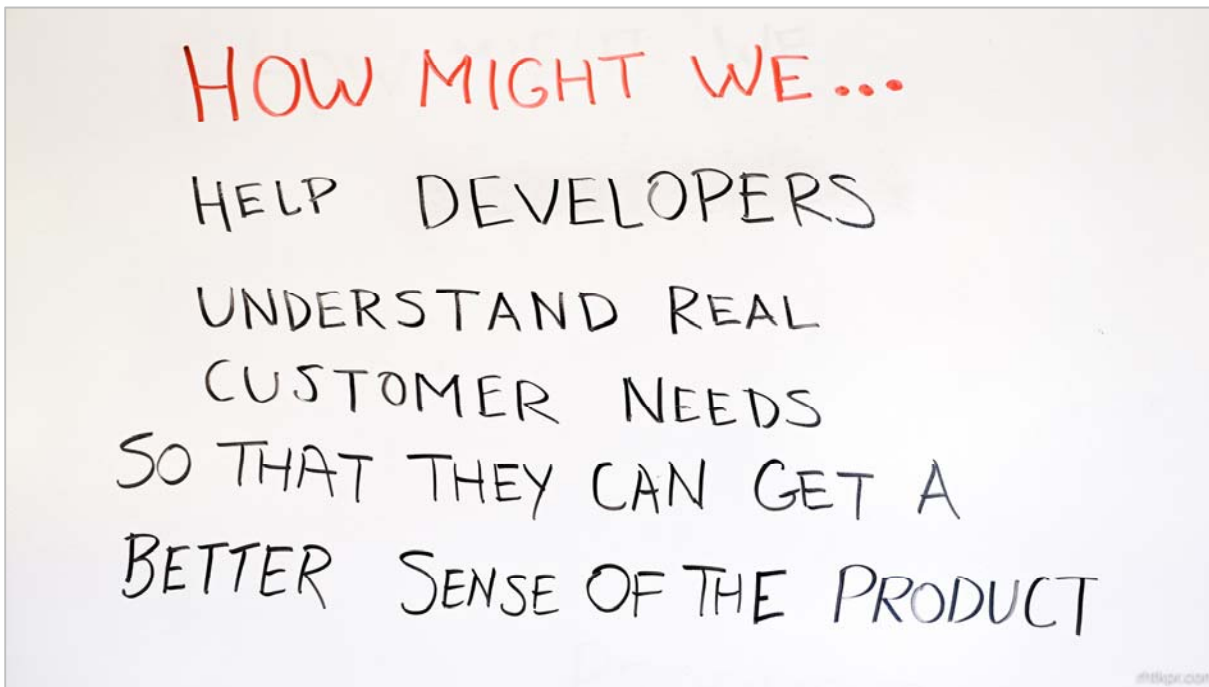
- A.** What is the goal of your project?
- B.** What problem are we trying to solve?

- C. What questions are we trying to answer?
- D. What are our assumptions?
- E. What is the context?

5 According to those new findings, rephrase the problem statement to find the right focus to your project. You can use the following templates :

- A. "How might we help \*\*the user\*\* to ... ?"
- B. "Redesign / Rethink the experience of ..."

#### EXAMPLES:



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