PROBLEM DEFINITION DOCUMENT #1

"Airship is a remote-first company that has employees across multiple states and time zones. Airship is experiencing lower morale and slow decision-making resulting in missed expectations for our clients and decreased productivity for the entire organization. To improve collaboration, reduce turnover, and generate more revenue, we must find ways to connect more meaningfully."

Ideal situation:
 Ideally, our sales associates would be able to maximize their production by being able to make more contacts with leads each day.

Reality:
 Currently, our sales associates are unable to maximize the number of leads they are contacting each day because they are spending too much time finding qualified leads to call and inserting lead information into the system before making calls. This is a problem because the time our sales associates are spending finding leads and entering lead information into our system could be used to contact more qualified leads and generate more sales. We identified this problem in our sales call center while surveying to gather feedback from our sales associates about what limits their ability to maximize their sales numbers.

Consequences:
 Our sales associates currently spend about two hours per day finding qualified leads and another two hours per day entering lead information into our system before they begin making calls. This means our sales associates are only spending half of their workday actually making calls to qualified leads.

Because our sales associates are not able to use their entire shift to make contact with leads, their overall sales numbers are being impacted. Our company estimates that our sales associates would be able to make at least double the number of sales if they were able to spend their entire shift contacting qualified leads.

Proposal:
 Our company seeks to resolve this issue by creating a process improvement team to identify several potential solutions for how we can reduce the time our sales associates spend not making contact with qualified leads.

PROBLEM STATEMENT DOCUMENT #2

There is often a traffic jam at the Mapleview and Bayview intersection in Barrie from 4:30 pm until 6:00 pm. The city would like to rectify this by installing a computer system to optimize the flow of traffic.

1. The Purpose or Reason for Doing the Project

o What is the project about in broad terms?

There is a daily traffic jam at the intersection of Mapleview and Bayview in Barrie during the normal afternoon rush hour. A computer system is needed to optimize the flow of traffic.

o Who wants it done, and why?

The "City of Barrie" is the main client. They want the project completed to improve the traffic situation in that zone of the city.

o Who are the stakeholders?

The stakeholders are "The City of Barrie", the "Barrie Police" and the residents of Barrie, the businesses local to the intersection, the insurance companies, and paramedic and fire services. All need the traffic jam problem rectified as it impacts their bottom line and

health/safety.

o What is its title?

"The Mapleview/Bayview Traffic Flow Optimization Improvement"

2. The Goals or Targets of the Project

o What will the project achieve?

The project should result in more fluid flow of traffic, fewer collisions and traffic violations. It will improve access to local businesses and mitigate citizen frustration and malcontent.

o What is the user required to do?

The user will provide details of traffic from 4:00 pm to 7:00 pm, Monday to Friday for several weeks. This will include the number of cars, trucks, etc at every minute.

o What are some of the given facts?

It is currently January 5 th , 2017.

There is an average of 3 collisions per week and when police are present they count dozens of violations they could charge per hour but they pause to do so since that would exacerbate the traffic jam conditions.

o When do you want to achieve it by?

June 1st , 2017.

o What are your specific aims?

The main aim is to improve traffic conditions, increase local business and reduce insurance claims and traffic tickets.

o Why are these goals essential to the project?

Mainly the project will improve life for local commuters making the intersection safer.

3. The Benefits or Gains of the Project

o How will things be better when the project is successfully completed?

Commuters will be able to pass through the intersection more easily which will spin off with increased sales in local businesses and allow police to target other more needy areas of the city.

o Is there a clear need and a clear description?

There is definitely a clear need as the conditions are horrid, people have been hurt, insurance claims are approaching 1 million dollars annually and local businesses report dozens of complaints from customers throughout the year.

o Who will benefit, how will they benefit, and what will they gain?
This project is a win-win situation for everyone. The city, police, commuters, insurance companies and local businesses will all benefit from improved traffic conditions.

o Do the users agree about the need and the proposed solution?

When surveyed commuters demand the city solve the traffic jam problem. When interviewed the police and city services infer the problem is a priority to be solved.

o Is the project important to you? Why, or why not? The project is important to my company for several reasons. First it is an opportunity to help others – to improve life for humanity through technology. Second there is the financial gain for the company – we can sign a reasonable and lucrative contract with the city which may lead to other contracts in the future.

WHY IS THIS IMPORTANT

The problem statement seems like a vital written statement to guide the reason and the big, broad details of a project. It almost acts like a company mission statement which can be referred to throughout work on the project as it contains the issue(s) you are trying to solve and why you need to solve them. It can be important to review this information as you move along a project, as it will be vital to look at these things when you deciding what features are critical, and which are at the time, expendable.