

THE PROBLEM STATEMENT

This helps us understand and articulate the Problem.
Within a problem, it's important to understand who the person is that has the problem, what their goal is and what they're the solution to the problem is.



I AM _____ PERSONA

I'M TRYING TO _____ GOAL

BUT I CAN'T BECAUSE _____ PROBLEM

ONLY IF I HAD _____ SOLUTION

THE BOBA TEA PROBLEM STATEMENT



I AM FRANNY FOODIE

PERSONA

I'M TRYING TO TO GET A BOBA TEA

GOAL

BUT I CAN'T BECAUSE I HAVE TOO MUCH WORK TO DO
AND I CAN'T LEAVE THE OFFICE.

PROBLEM

ONLY IF I HAD I HAD A WAY TO ORDER BOBA TEA AND
HAVE IT DELIVERED TO ME IN THE NEXT 15 MINUTES.

SOLUTION