

Assignment 2: Defining the problem domain

The second assignment builds upon the first. Here we explore how to make use of the empathy research by defining the problem, and making it more tangible.

Deadline: Tuesday the 20th of September 14.00 hours

Format: 1-3 pages

1. Create 1-2 personas

Analyse and aggregate your empathy research from assignment 1 into one or more personas using the [template on LearnIT](#). When judging how many personas your research should turn into, aim for as few as possible, and only make more if concentrating further means you lose valuable insight. For this assignment, it is fine to use or supplement with your own assumptions (proto personas), as long as you are explicit about what is based on research, and what is based on designer assumption.

2. Develop a POV problem statement

Based on your persona(s), use the [POV template on LearnIT](#) to create a problem statement. If you have more than one persona, you may need to create more than one problem statement. This is normal.

3. Prepare your problem statement for the ideation phase by asking “How Might We” questions.

Depending on the insights in your problem statement(s), you may be able to ask several of these. Remember to question your own assumptions and the assumptions implicit in the problem statement.

The assignment should follow a portfolio entry using the following guidelines:

- Methodology
 - Methods chosen. Keep it short and simple.
- Theories and principles
 - Brief mention of where the methodology comes from (e.g. Design Thinking - Defining the problem domain phase).
- Results
 - Report your findings and insights into the problem (not the methods, process or principles, that's the next section). If you had a choice between methods or principles, why did you choose one over another?
- Reflections
 - Did you learn anything about the process followed or the principles used? Did something surprise you? Did you need more or less of something, and did you find something you would do differently next time? Did you find something you want to learn more about?