**Define Stage**

This is where we try to understand all aspects of the problem, breaking it down into components to easily interpret information and then putting the pieces together to create a short summary of challenges you seek to address.

**Importance of the define stage**

* By creating a problem statement you get an understanding of the resources required to develop a solution.
* Resources will be efficiently used as the problem is centrally defined.

**Techniques of defining problems**

**Personas**

Personas are fictional characters devised from a problem statement, they represent the motives, expectations, needs and other characteristics of a group which find themselves in a particular situation.

Example:

**Insight Cards**

Is a card version containing considerations based on the events occurring in the actual in-depth research, these cards make it possible to consult and handle the research consideration information much easier.

Example:

**Empathy maps**

Is a tool used to construct information about a user, visualizing what they say, feel, think, do, etc.

Example: