



# Problem Statements

TOPIC	TIME [55 MIN]	FACILITATOR'S NOTES
<b>Review user research</b>	<b>Prepare</b>	Determine the focus of your team's time together. It can be to articulate the needs of a specific user or multiple groups of people. Ideally, if you already have research on your target user, have your team review and re-ground themselves in the data prior to your work session. Be sure to send the Problem Statements Template to your team ahead of your meeting so that they have a good sense of what you'll be working on as a group.
<b>Ground yourself in the user</b>	<b>5</b>	<p>Articulate who the target user is and explain the goal of working through the exercise. Ensure shared access to the Problem Statements template.</p> <p>If needed, share a completed example as a model for your team.</p> <p>Emphasize how the process and discussion that comes from this exercise is more important than having perfectly crafted problem statements.</p>
<b>Generate problem statements</b>	<b>15</b>	<p>Depending on the size of the group and time constraints, it may be helpful to break the team up into smaller groups to complete the Problem Statements exercise. Typically, it gets harder for everyone to contribute once the group gets bigger than four people, so consider creating breakout rooms and providing additional copies of the template if there are more than four people.</p> <p>Assign each person in the group separate lines in the template as their "space" to write in.</p> <p>Give everyone on the team time to silently generate problem statements by filling in the template.</p> <p>Facilitation Tip: Explain to the team that there can be more than one problem statement written about one particular target user or group— especially if a particular group has multiple needs, are experiencing multiple barriers or have different feelings as a result of what is happening.</p>
<b>Reflect on the problem statements</b>	<b>15</b>	<p>Have the team look at all of the problem statements. Use this time to clarify questions and revise as needed.</p> <p>Have everyone jot down notes in the reflection section of the template:</p> <ul style="list-style-type: none"> <li>• What do they see happening with people's needs across the problem statements? Any patterns?</li> </ul>



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<b>Reflect on the problem statements (cont.)</b>	<b>15 (cont.)</b>	<ul style="list-style-type: none"><li>• Why is that occurring?</li><li>• What should be occurring?</li><li>• What happens if these problems aren't addressed?</li><li>• Any positive actions come to mind?</li></ul> <p>Discuss everyone's reflections as a team.</p>
<b>Reframe the problem</b>	<b>15</b>	<p>Prioritize the most important problem statements that your project needs to address and incorporate them into your project brief.</p>
<b>Determine next steps</b>	<b>5</b>	<p>Discuss key takeaways from this process.</p> <p>Determine next steps: More research? Brainstorm ideas?</p> <p>Share with other stakeholders to see if they resonate?</p>