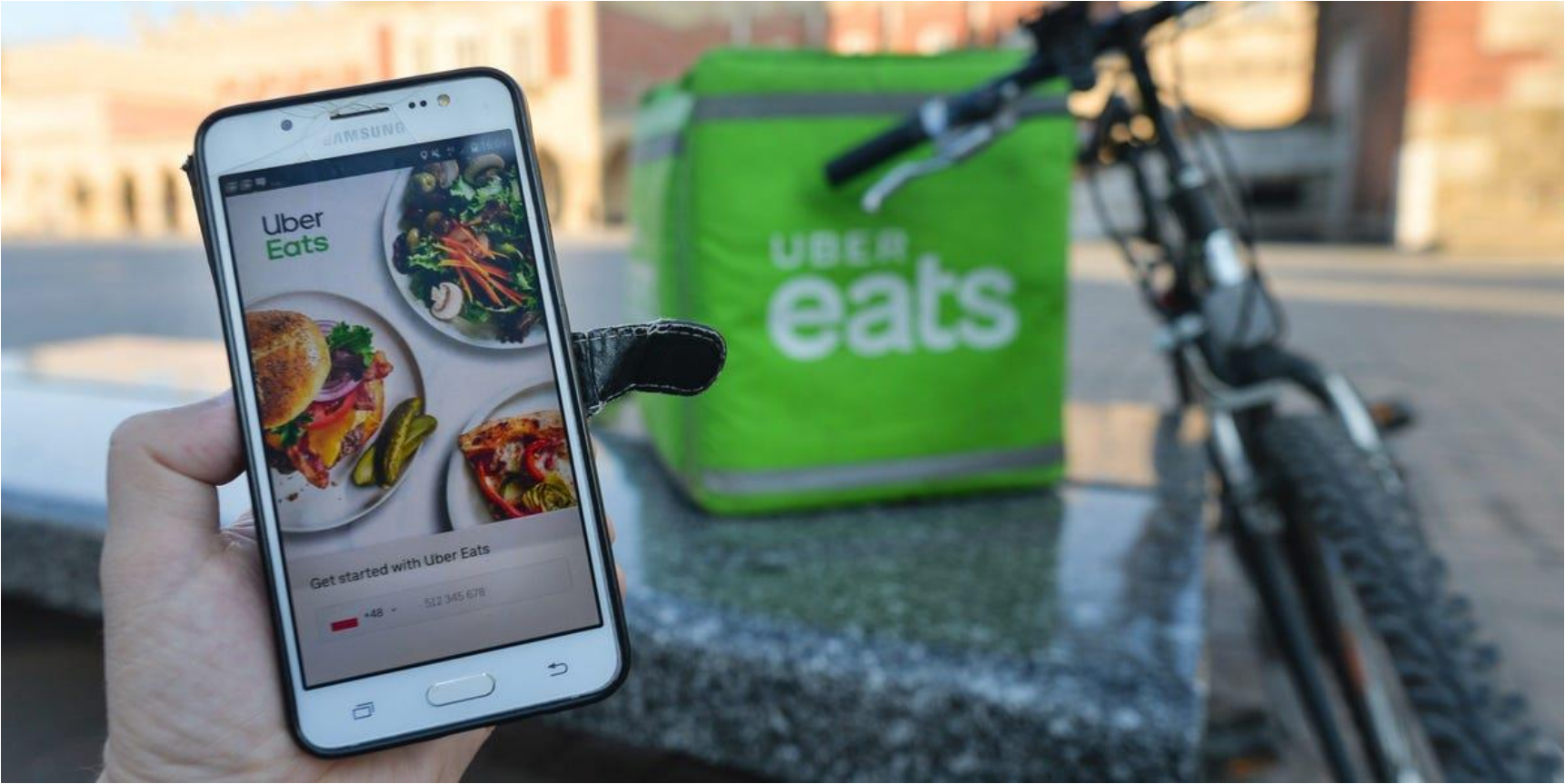


**“Holding a curious mindset is a great starting point when you're leading your team or organization. If you're in a truly new space, you won't always know the answers. Your team won't either. You're going to venture into the unknown together. Curiosity is a great way to lead that charge.” *Tim Brown, Chair of IDEO***

# Uber Eats



# Introducing PillPack



# 2. Define

# Introduction to Define (1)

- As the second step in the Design Thinking process, the define stage is dedicated to defining the problem:
- what user problem will you be trying to solve?
- In other words, what is your design challenge?
- The define stage is preceded by the **empathize phase**, where you'll have learned as much about your users as possible,
  - conducting interviews and
  - using a variety of immersion and observation techniques.

# Introduction to Define (2)

- you have a good idea of who your users are
- and, most importantly, their wants, needs, and pain-points,
- You're ready to turn this empathy into an actionable problem statement.
- **The relationship between the empathize and define stages can best be described in terms of analysis and synthesis.**

# **Why is the define stage so important?**

**The define stage ensures you fully understand the goal of your design project.**

# What is a problem statement?

**A problem statement identifies the gap between the current state (i.e. the problem) and the desired state (i.e. the goal) of a process or product.**



# What is a problem statement?

- Within the design context, the user problem can be seen as an unmet need.
- By designing a solution that meets this need, you can satisfy the user and ensure a pleasant user experience.
- A problem statement, or point of view (POV) statement, frames this problem (or need) in a way that is actionable for designers.
- It provides a clear description of the issue that the designer seeks to address,
- keeping the focus on the user at all times.

# Problem or POV statements

- can take various formats
- but the end goal is always the same:
  - to guide the design team towards a feasible solution.
- Here are some of ways to frame the design problem

# Problem or POV statements

## 1. From the user's perspective:

“I am a young working professional trying to eat healthily, but I’m struggling because I work long hours and don’t always have time to go grocery shopping and prepare my meals. This makes me feel frustrated and bad about myself.”

# Problem or POV statements

## 2. From a user research perspective:

“Busy working professionals need an easy, time-efficient way to eat healthily because they often work long hours and don’t have time to shop and meal prep.”

# Problem or POV statements

## 3. Based on the four Ws—**who**, **what**, where, and **why**:

“Our young **working professional** **struggles to eat healthily during the week** **because she is working long hours**. Our solution should deliver a quick and easy way for her to procure ingredients and prepare healthy meals that she can take to work.”

# Problem or POV statements

- each of these statements addresses the same issue—
- just in a slightly different way.
- As long as you focus on the user,
- what they need and why,

**it's up to you how you choose to present and  
frame your design problem.**

# Guidelines for a good problem Statement

- A good problem statement is human-centered and user-focused.
- it focuses on the users and their needs—not on product specifications or business outcomes.
- Consider the following for writing a good problem statement

# Guidelines for a good problem Statement

## 1. Focus on the user

The user and their needs should be front and center of your problem statement.

Avoid statements that start with “we need to...” or “the product should”,

instead concentrating on the user’s perspective:

“Young working professionals need...”, as in the examples above.



# Guidelines for a good problem Statement

## 2. Keep it broad

A good problem statement leaves room for innovation and creative freedom.

It's important to keep it broad enough to invite a range of different ideas;

For example, avoid any references to specific solutions or technical requirements.

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# Guidelines for a good problem Statement

## **3. Make it manageable**

the problem statement should guide you and provide direction. If it's too broad in terms of the user's needs and goals, you'll struggle to hone in on a suitable solution.

So, don't try to address too many user needs in one problem statement;

prioritize and frame your problem accordingly.

# How to write a meaningful problem statement (1)



## 1. Space saturation and group

- One of the first steps in defining a problem statement is to organize your findings from the empathize phase.
- **Space saturation and group is a popular method used by design thinkers** to collect and visually present all observations made in the empathize phase in one space.
- Literally “saturate” a wall or whiteboard with Post-It notes and images, resulting in a collage of artifacts from your user research

# How to write a meaningful problem statement (2)

## 2. The four Ws

- Asking the right questions will help you put your finger on the right problem statement.
- With all your findings from the empathize phase in one place,
- ask yourself the four Ws: **Who, what, where, and why?**
  - **Who is experiencing the problem?** In other words, who is your target user; who will be the focus of your problem statement?
  - **What is the problem?** Based on the observations you made during the empathize phase, what are the problems and pain-points that frequently came up? What task is the user trying to accomplish, and what's standing in their way?

# How to write a meaningful problem statement (3)

- ask yourself the four Ws: **Who, what, where, and why?**
- **Who is experiencing the problem?**
  - In other words, who is your target user;
  - who will be the focus of your problem statement?
- **What is the problem?**
  - Based on the observations you made during the empathize phase, what are the problems and pain-points that frequently came up?
  - What task is the user trying to accomplish, and what's standing in their way?
- **Where does the problem present itself?**
  - In what space (physical or digital), situation or context is the user when they face this problem? Are there any other people involved?
- **Why does it matter?**
  - Why is it important that this problem be solved?
  - What value would a solution bring to the user, and to the business?



# How to write a meaningful problem statement (4)

## 3. The five whys

Let's continue with example of the young working professional who wants to eat healthily, but finds it difficult to do so.

1. **Why is she not eating healthily?** → She orders takeaway everyday.
2. **Why does she order takeaway everyday?** → Her fridge and cupboards are empty.
3. **Why are the fridge and cupboards empty?** → She hasn't been grocery shopping in over a week.
4. **Why hasn't she been grocery shopping?** → She doesn't have time to go to the supermarket.
5. **Why **doesn't she have time**?** → She works long hours and is exhausted.

# How to write a meaningful problem statement (5)

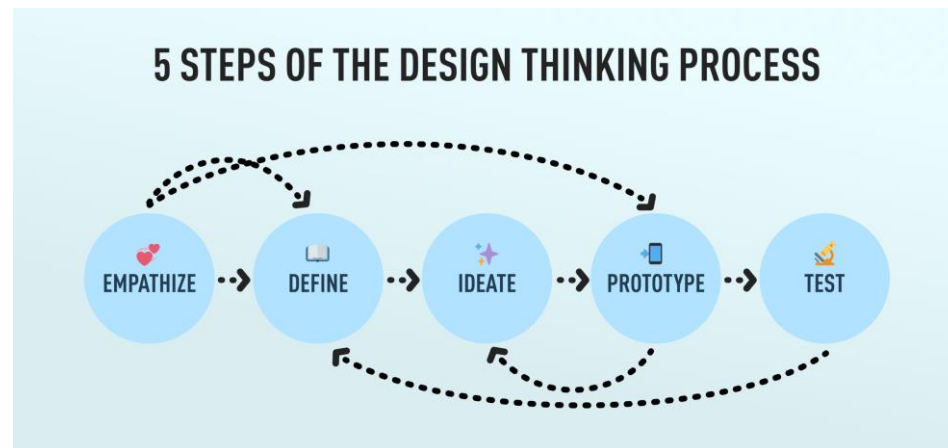
- The root cause here is a lack of time,
- so your solution might focus on efficiency and convenience.
- Your final problem statement might look something like this:

**“Young working professionals need a quick, convenient solution to eating healthily.”**



# What Next...

With your problem statement to hand, you'll be ready to move on to the ideation phase,



# Activities

# Activity 1



- One of the best ways to get inspired is to look outside your context.
- When working on new design challenges,
- often use analogous inspiration to gain fresh perspective
- For example, emergency room doctors can get insights about organizing their medical supplies by spending time with a Nascar pit crew
- An airline employee might get ideas about check-in by observing a hotel front desk.

# Activity 1 (2)

- Imagine you're working for a company that has designed an amazing new bike, but not a super fast racing bike—a cruiser.
- It's made to help people get into cycling.
- It's simple to ride—no gears,



**How would you sell it to people who aren't avid cyclists?  
What would an approachable experience look like?**

# Activity 1 (3): What to do?

## *Step 1: Start with Emotions*

- Start by thinking about the emotions that play into this scenario
- What's it like to buy a bike, when you know nothing about biking?
- Write down how that might make you feel.



# Activity 1 (4)

## *Step 2: Identify Analogous Experiences*

- What other experiences—outside the biking industry—might evoke similar emotions?
- Look at some data about [the group](#)



# Activity 1 (5)

## *Step 3: Reflect and Connect*

- How does this inspiration from others unlock creative solutions for your own challenge?
- What concepts could you borrow from other industries or places that you might apply in your bike store?



# *Background*

- This exercise was part of an IDEO team project.
- In order figure out how to get that non-cyclist demographic into an intimidating bike store,
- they sent the entire design team (a team of mostly men) to Sephora, a beauty supply shop.
- The goal was to see how they felt being in a store with products fairly foreign to them
- and to help them build empathy for how **non-cyclists** likely feel walking into a bike shop.



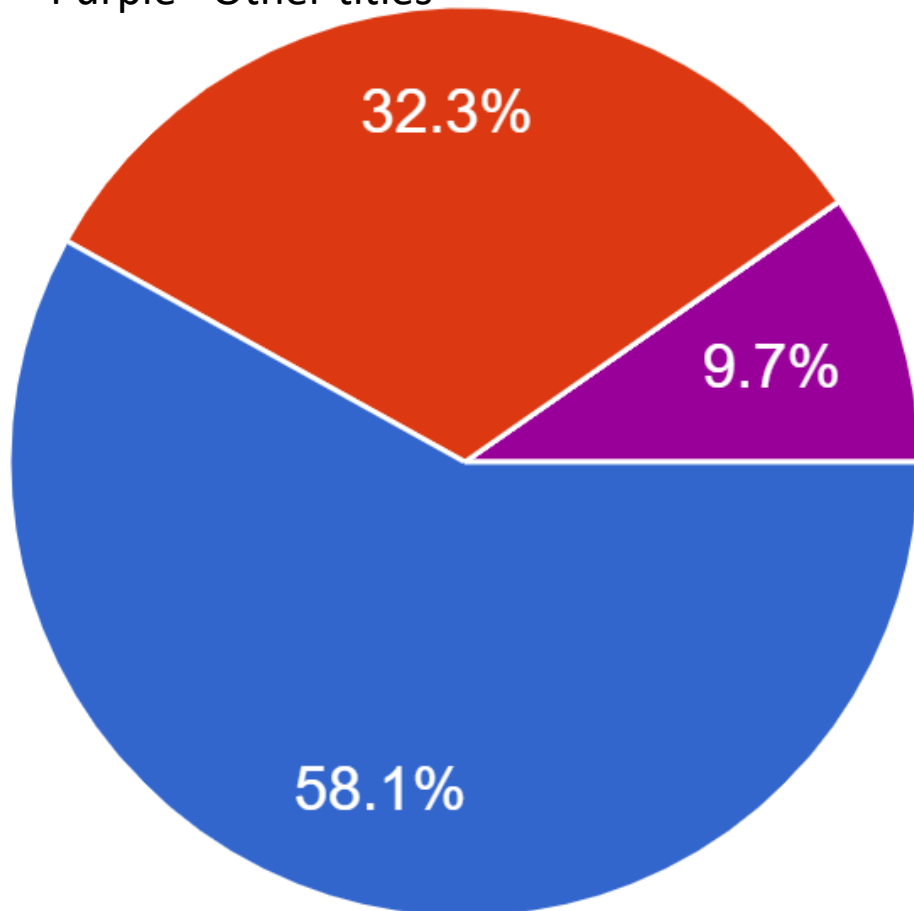
# WhatsApp Group for Updates

**Who are the coordinators of the groups?**

# About the Group in the Training at An-Najah Uni

Red= Mr.  
Blue= Ms.  
Purple= Other titles

Red= Urban Planning Engineers  
Blue= Computer Engineers



(N=31)

