



DESIGN THINKING MINDSET / DISCOVER PHASE / SYNTHESIZE

Formulate a Problem Statement

Create a Problem Statement using “How Might We” questions, turning the problem into a statement of opportunity that will help generate ideas during the Design phase.

Why To Formulate a Problem Statement

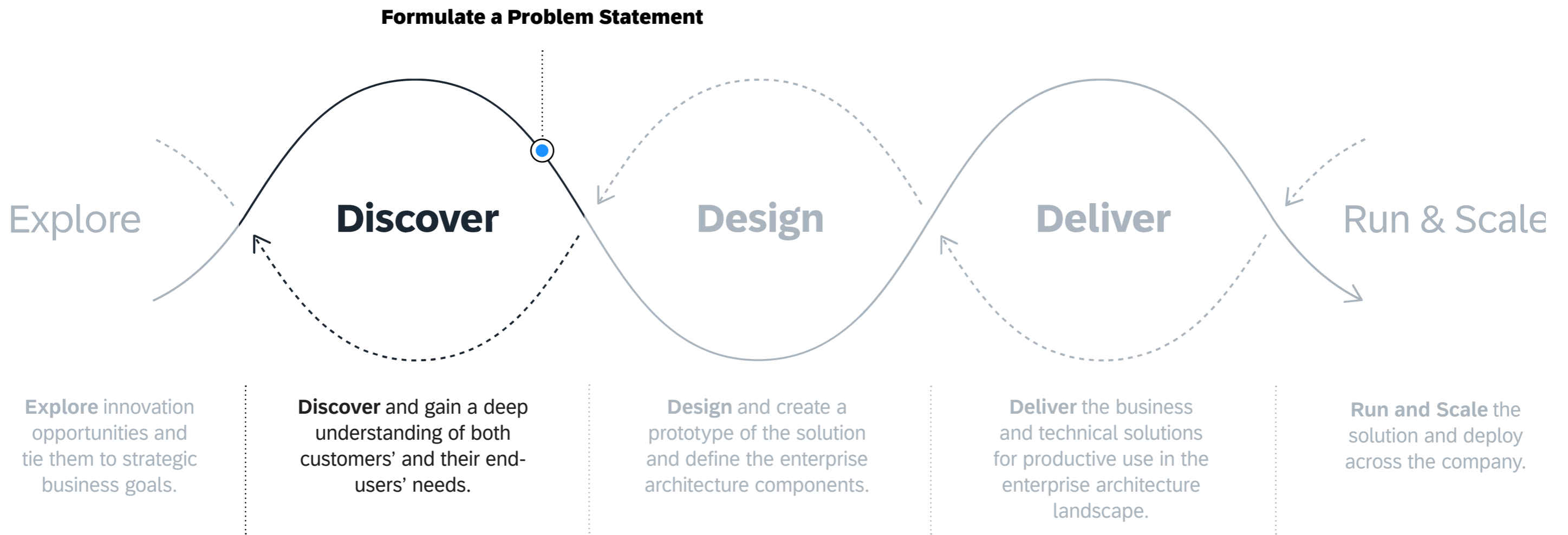
A “Problem Statement” framed as a “How Might We” question helps turn the problem into an opportunity for exploration. It serves as a foundation for idea generation during the Design Phase.

Dialogue and discussion within the team are essential. Crafting “How Might We” questions is an exercise that frames queries to address the user’s needs and motivations.



When To Formulate a Problem Statement

We use problem statements to translate the team's key learnings and insights about end users into actionable use-case questions. This activity happens in the Discover Phase.



Learn more about SAP's Human-Centered Approach to Innovation: <https://apphaus.sap.com/approach>

How To

Formulate a Problem Statement



Duration
15 - 30 Minutes



Participation
3 - 5 People



Roles
Designers, Business Leads



Use Input From

- **Conduct Field Research**
- **Map the User Experience Journey**
- **Synthesize the User Interviews**

Steps

1

Discuss within the team:

- What have you learned about the user and their current journey?
- What was most interesting, inspiring and surprising? Why?
- Articulate the insights, the most important user needs, limitations, and conditions of success.

2

Start phrasing 3 - 5 “How Might We” questions by formulating the results from Part 1 into questions. These questions are the basis for a first round of idea generation.

Expert Tips

Before starting this exercise, the team should have developed a shared understanding of the user, including their needs, motivations, limitations, and criteria for success.

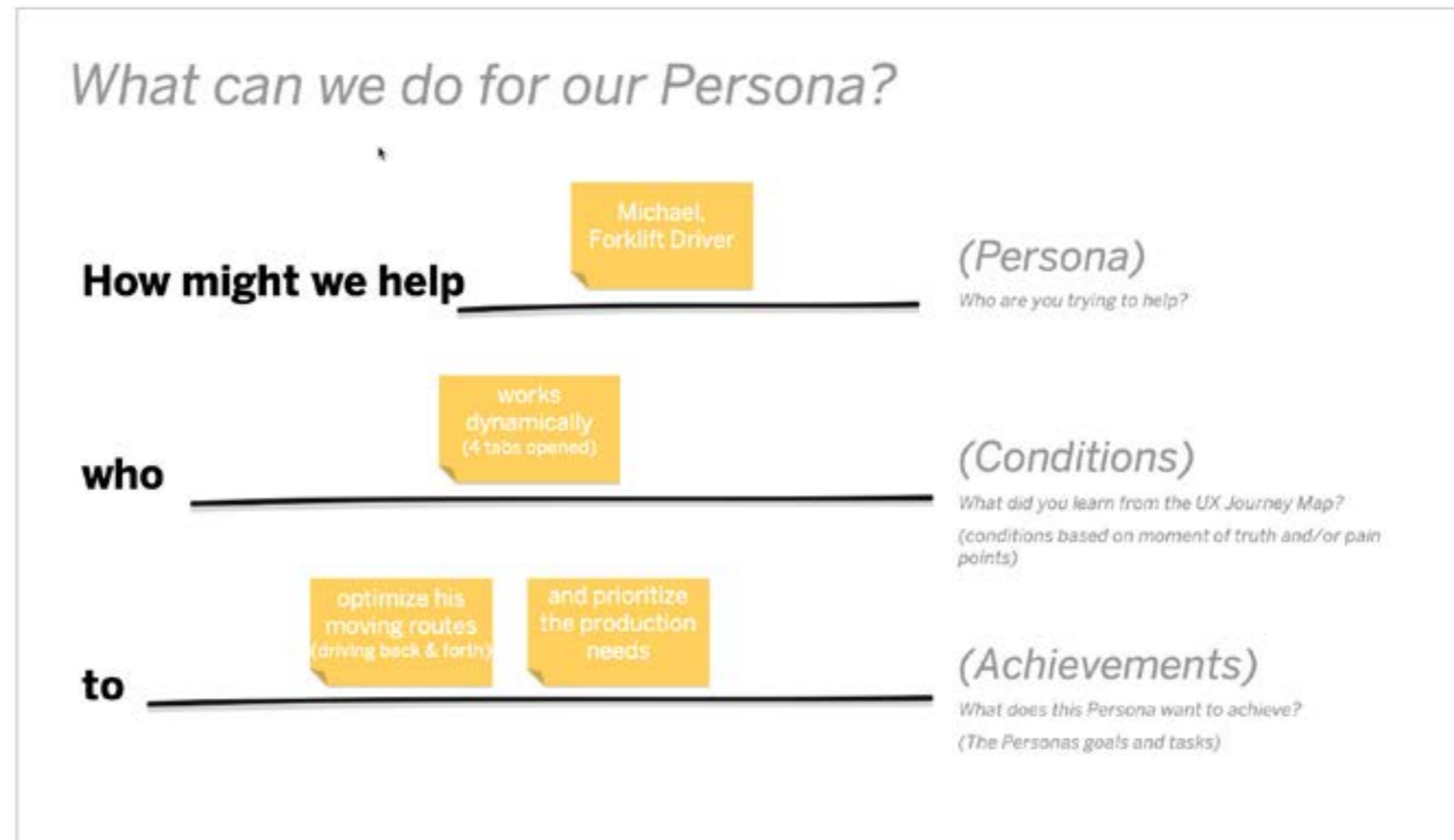
Example

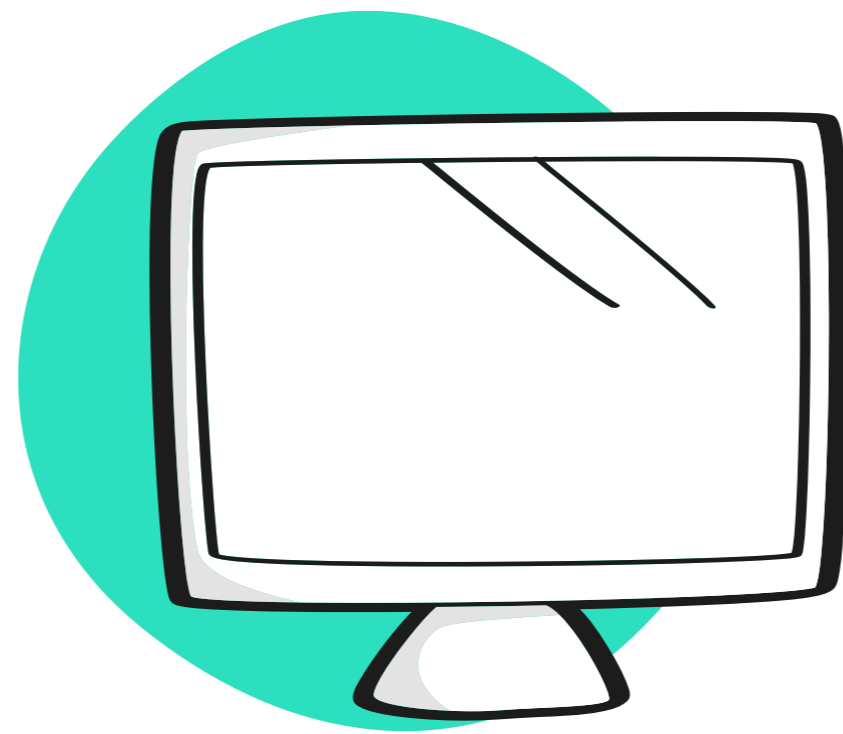
Problem Statement

Persona: Michael,
29-year-old forklift
operator.

Problem Statement Example

How might we...?





Virtual Collaboration Template

MURAL Template

Problem Statement

How Might We... ?
What can we do for our Personas?

AppHaus

1. Silent Brainstorm (5 min)
Select the area you will work in and enter your name. Based on previous research and cognitive work (e.g. personas, user journey, etc.), brainstorm ideas for 5 minutes for personas' pain-points / needs, goals and tasks you think are most important to focus on.

[Name Participant 01]
User's Pain-Points / Needs User's Goals / Tasks

[Name Participant 02]
User's Pain-Points / Needs User's Goals / Tasks

[Name Participant 03]
User's Pain-Points / Needs User's Goals / Tasks

[Name Participant 04]
User's Pain-Points / Needs User's Goals / Tasks

[Name Participant 05]
User's Pain-Points / Needs User's Goals / Tasks

[Name Participant 06]
User's Pain-Points / Needs User's Goals / Tasks

2. Collect and select the insights worth focusing on (15 - 20 min)
Drag the rectangles containing your collected insights to the corresponding area and explain them to the team. As you explain them, drag the points out of the rectangles and position them underneath, creating clusters. Remove points with content that has already been presented and delete your rectangles once you have explained all your ideas. Once everyone's insights have been shared, vote for the areas worth focusing on (at least one user's pain-point / need and one user's goal / task).

User's Pain-Points / Needs User's Goals / Tasks

Bring your user's pain-points / needs here

Bring your user's goal / tasks here

3. Formulate the Problem Statement (25 - 30 min)
Create a "How Might We..." question based on the selected pain-points and goals. You can create more than one question if needed.

How might we help: [insert persona name]
Person: - Who are you trying to help? (e.g. "Michael, 40-year-old")

who [insert pain-point(s) / need(s)]
Pain-Point(s) / Need(s) - What pain-point / need(s) of the persona are you focusing on? What does the persona feel regarding these pain-points / needs? (e.g. "needs dynamically of this persona")

to [insert goal(s) / task(s)]

Access the MURAL template*: <https://app.mural.co/t/sapapphaus2732/template/3a0ac87b-4bd3-457d-afbe-e3ef991a5fbf>

*Registration required