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.

Created by **SAP AppHaus**

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AppHausNetwork

Why To
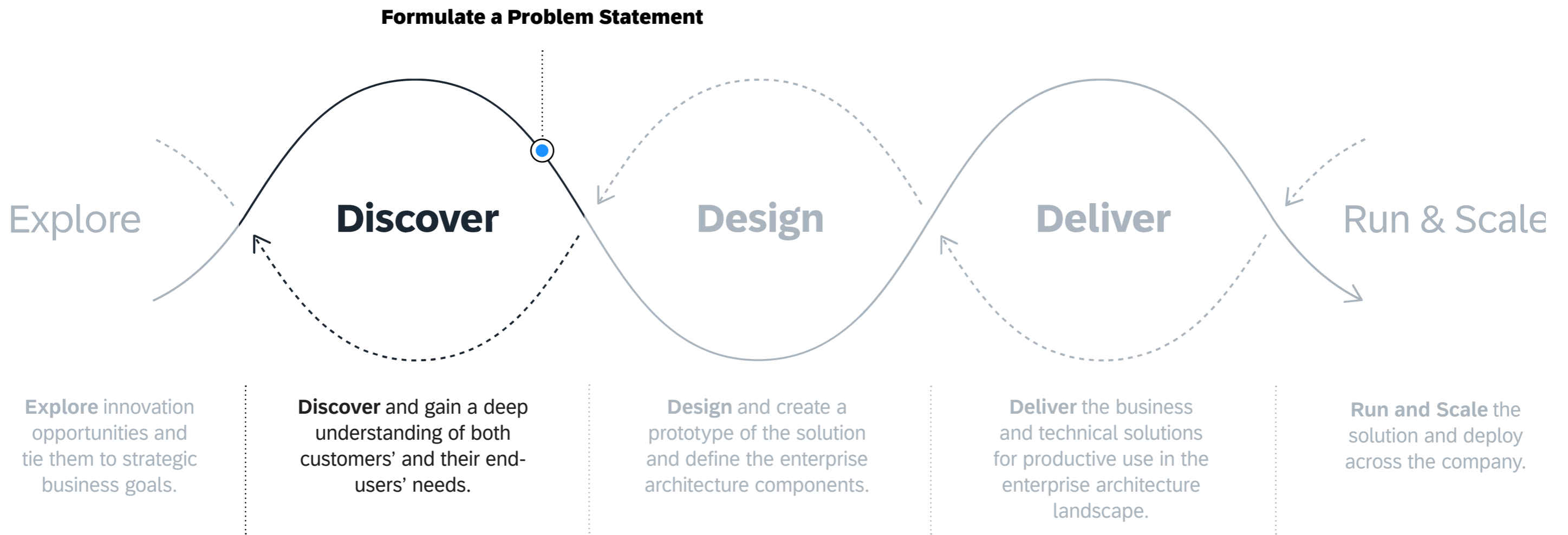## Formulate a Problem Statement

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.

Explore

Discover

Design

Deliver

Run & Scale

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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.

Formulate a Problem Statement

Explore

Discover

Design

Deliver

Run & Scale

Explore innovation opportunities and tie them to strategic business goals.

Discover and gain a deep understanding of both customers' and their end-users' needs.

Design and create a prototype of the solution and define the enterprise architecture components.

Deliver the business and technical solutions for productive use in the enterprise architecture landscape.

Run and Scale the solution and deploy across the company.

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

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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.

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Example
Problem Statement

Persona: Michael, 29-year-old forklift operator.
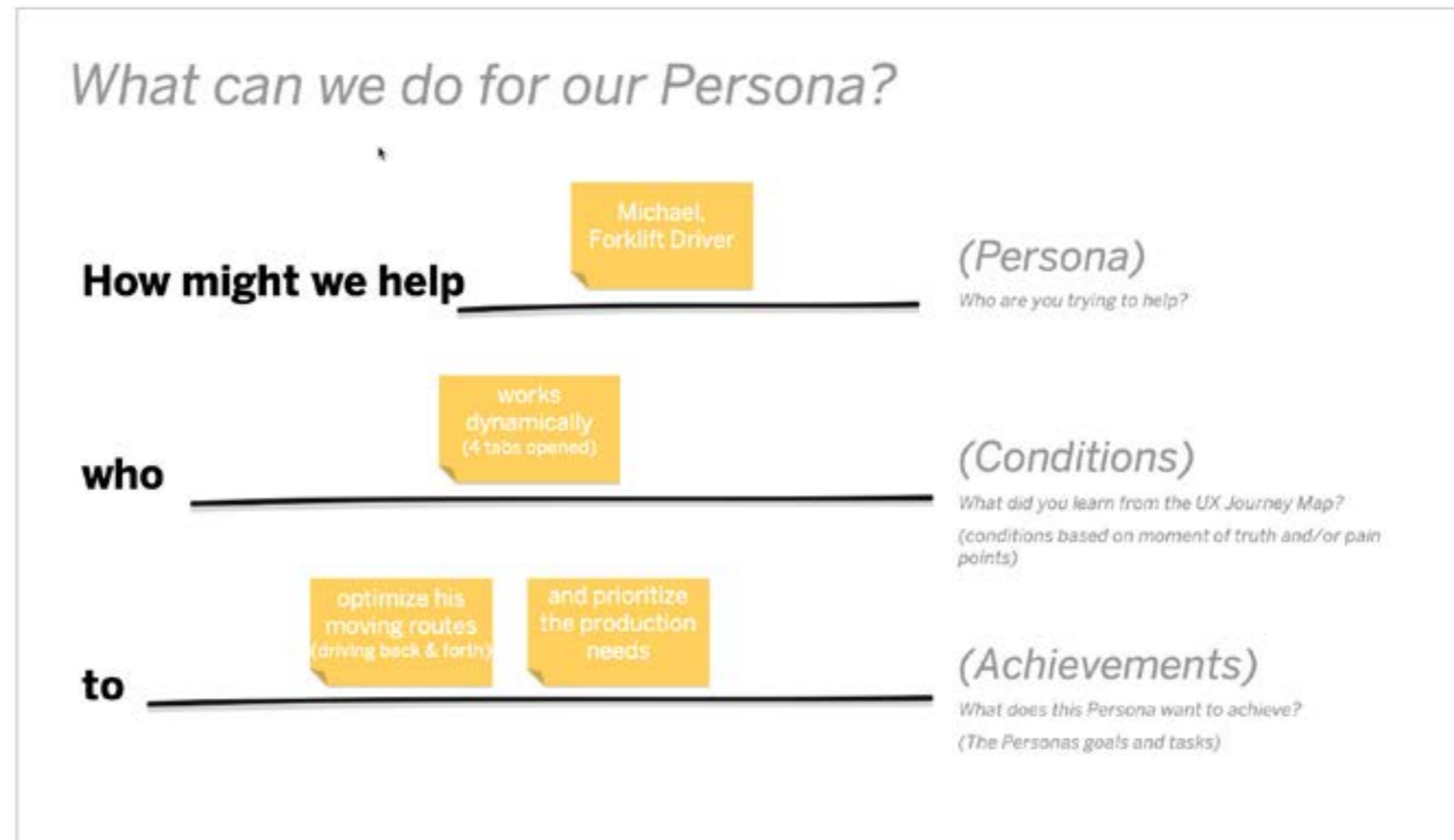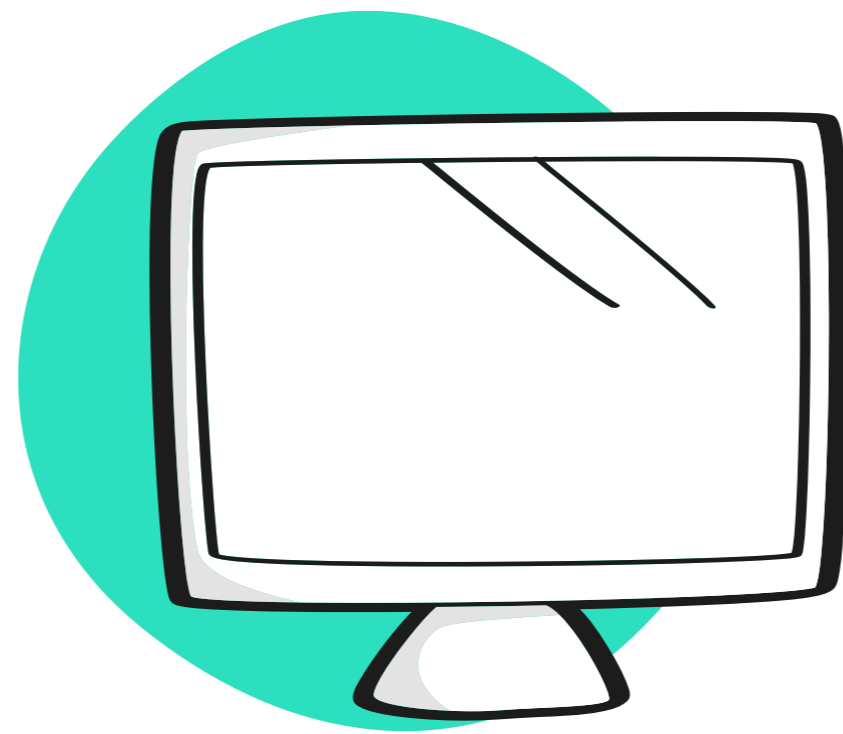
Virtual Collaboration Template

MURAL Template
Problem Statement

*Registration required

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