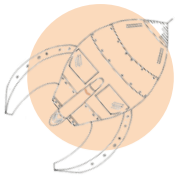


Creating Problem Statements . . .



Problem statements are questions which encourage creative thinking during idea generation and all the way through to implementing a solution. They provide clear, concise descriptions of the issues that need to be addressed and provide a clear design challenge.

SYMPTOM:

WHY

ONE

WHY

TWO

WHY

THREE

WHY

FOUR

WHY

FIVE

ROOT CAUSE:



Who does the problem affect?



What are the boundaries to the problem? What impact does it have on people?



When does the problem occur? When does it need to be solved?



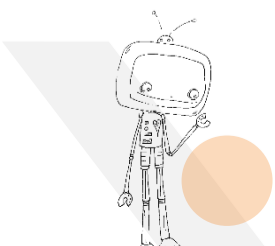
Where does the problem occur?



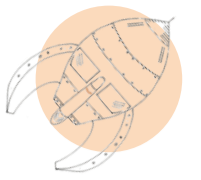
Why is it important we solve the problem?



What will tell us if we've solved the problem?



HOW MIGHT WE:



HMW

?

HMW

?

HMW

?

HMW

?

HMW

?

HMW

?

Use the space above to create six 'how might we' questions which respond to the findings overleaf. When you have six questions pick the best one and write it in the space below.

HOW MIGHT WE . . .

