

WORKSHEET #5

PROBLEM STATEMENT

ESTIMATED TIME: 30 MINUTES

What problem are you trying to solve or address with your social enterprise? Can you clearly define and describe your problem, and can you prove your problem exists? Clearly articulating the problem you're solving is the key component to addressing it properly. A clearly defined problem will make the solution a whole lot easier!

POINT OF VIEW TEMPLATE

THIS TABLE WILL HELP YOU TRACK, FROM YOUR SECONDARY AND PRIMARY RESEARCH, THE THINGS YOU LEARNED ABOUT THE USER, AND THE INSIGHTS YOU GAINED. IT'S A SUMMARY OF WHAT YOU'VE LEARNED. USING THE IMAGE BELOW, CREATE YOUR OWN "POINT OF VIEW" TABLE, OUTLINING WHAT YOU'VE LEARNED ABOUT YOUR BENEFICIARIES.

Point of View Template – Example

User	Need	Insight
An adult person who lives in a city	To use a car for 10-60 minute trips 1-4 times per week	The user would not want to own his own car as it would be too expensive compared to his needs. He would like to share a car with others who have similar needs, however, there are no easy and affordable solutions for him. It's important for the user to think and live green and to not own more than he truly needs.



INTERACTION-DESIGN.ORG

WORKSHEET #5

PROBLEM STATEMENT

Point of View Madlib

_____ needs to _____ because _____ .
[user] [user's need] [insight]



INTERACTION DESIGN
FOUNDATION

INTERACTION-DESIGN.ORG