

How We Create Problem Statements in Our Design Thinking Workshops



The Problem Statement

A problem statement uses insights we have gathered to define the challenge we want to solve for our customers, so we can improve their experience. One way to do this is by using the feelings of your primary persona to make a list of “How Might We” statements, such as:

- How might we decrease the amount of time it takes to get a motorcycle insurance quote?
- How might we create the kind of community that welcomes Ozzie in their bike groups?
- How might we educate Ozzie on his coverage?
- How might we educate ourselves on Ozzie’s coverage needs?
- How might we frame insurance for Ozzie in terms other than price?



Building Problem Statements

For the “I Buy Motorcycle” team, we created a problem statement exercise using the following template:

Problem Statement Template
<p><u>PERSONA</u> needs to _____ but is faced with _____ and feels _____.</p> <p>He needs/wants to _____ so he can feel _____.</p>

We filled in the problem statements individually on index cards and taped them on a white board. Next, we voted on those cards that summarized the problem best for our persona, Ozzie (see “[How We Create Personas in Our Design Thinking Workshops](#)”).

As a group, we used the five cards that received the most votes to come up with the following problem statement:

Problem Statement for Ozzie, Our Primary Persona
<p><u>Ozzie</u> needs to <u>find the right motorcycle insurance policy</u> but is faced with <u>a rat’s nest of information and options</u> and feels <u>afraid to make the wrong choice</u>.</p> <p>He needs/wants to <u>have information available in terms he can understand</u> so he can feel <u>secure</u>.</p>

Here's how we arrived at that:

The main challenge that Ozzie faces is finding the motorcycle insurance policy that best fits his needs, which includes maximizing safety and minimizing risk – or, simply put, getting the right protection for him. He unfortunately faces a long quoting process that asks many questions, some of which he doesn't understand, and a quote page with many coverages he also doesn't understand. Ultimately, he's afraid to make the wrong choices when it comes to his insurance.

Ozzie wants his insurance policy laid out in terms he can understand, not in insurance jargon. He wants to feel safe, not be exposed to loss or injury, have faith that he made the right choice, and trust his insurance company to cover him.

As we've mentioned in previous posts, artifacts from the customer research phase of any project are meant to evolve and adapt over time as we learn more information about our customers through continuous feedback and testing. This problem statement will evolve as well, but changes driven by customer insight are always welcome in this world!

Final Thoughts

We're excited about how representatives from business, design, and technology have been partnering throughout the research phase to align on our persona (who is our target), their journey (what is their story), and the problems we need to solve together as a team. We have continued to fine tune our methodologies to improve our design thinking workshops for our teams.