

Problem Framing Worksheet

Project..... Date.....

Framing the Right Problem

What is the problem?

Who has the problem?

What is the scope?

When and where do they experience it?

Small ←————→ Big
Trivial ←————→ Serious
Static ←————→ Dynamic

Who else has it?

Colleagues, competitors,
other domains, etc.

What are the elements of the problem?

*Physical, social, emotional, professional, primary,
secondary.*

Who does not have it?

*Colleagues, competitors,
other domains, etc.*

How do they deal with it?

Why haven't we solved it?

It's New
It's Hard
It's Low Priority
Other

Why not?

Avoided
Mitigated
Solved
Other