

Problem Statement

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

What are people trying to do? What are their goals?

Define the problem, not the solution.

From the point of view of the user

I am (**persona**) trying to (**verb**) but (**barrier**) because (**cause**) which makes me feel (**emotional reaction**).

I am a new mum trying to take care of my baby in the best way possible, but I don't know if I'm doing a good job because I'm always at home alone and don't have anyone to talk to about it, which makes me feel isolated and alone.

Drawn from user research:

(**Persona**) needs a way to (**user's need**) because (**insight**).

New mums need a way to connect with other mums because they are often at home alone during the day and feel isolated and alone.

Using the 4 Ws:

Our (**who**) has the problem that (**what**) when (**where**). Our solution should deliver (**why**).

Our new mum has the problem that she has no one to talk to about the best way to care for her baby when she is at home alone every day. Our solution should deliver a way for her to feel connected to other mums so she feels less isolated and alone.

What do you think is motivating them?