

Problem Reframing

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

Write a sentence describing the product or service and include;

- The target user or group
- The setting it takes place
- The goal of the product

The next step is to rewrite the description with keywords changed;

- Iteration 1 - change the user/group involved
- Iteration 2 - change where it takes place
- Iteration 3 - change the goal

This helps to remove assumptions, and can also help make them more abstract and less specific.

What are the underlying goals of your product? Why do people use it and what are they trying to achieve?

We can now rephrase the Problem Statement using the iterations and underlying goals, importantly removing any nouns in the process.

A short description of your product or service:

1

2

3

Goals:

Rewritten Problem Statement: