

PROBLEM DEFINITION

Use this tool to define the problem you aim to solve.

THE PROBLEM

Addressing the issue of...

For which we have evidence that shows that...
(research findings)

Which matter because...
(value)

USERS

Aimed at / co-created with...
(the target user segment)

Who need to...
(purposes, tasks)

And who benefit because...
(outcomes)

ORGANISATION

Which is resourced and co-created by involving...
(organisational and other resources)

Resulting in...
(organisational and / or social outcomes)