PROBLEM STATEMENT

How might we…
## Project Plan

**Problem Statement:** How might (who) do (what) to (accomplish what)?

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<th>Process</th>
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**Prototype**

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**Test**

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**Share**

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**Process**

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DIG DEEPER

Why? Why? Why?
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Why? Why? Why?
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Why? Why? Why?
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EMPATHY MAP

What does he THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

What does he HEAR?
what friends say
what boss say
what influencers say

What does he SEE?
environment
friends
what the market offers

What does he SAY AND DO?
attitude in public
appearance
behavior towards others

PAIN
fears
frustrations
obstacles

GAIN
“wants” / needs
measures of success
obstacles

Empathy Map courtesy of
www.creativegeneration.com
Needs: Things (verbs) they are trying to do:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Insights: New learnings, partners feelings, your own inferences from empathy

________________________________________________________________________
________________________________________________________________________
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________________________________________________________________________
[Person / Group / Organization] _______________________________________________
needs a way to [Users Needs] _______________________________________________
surprisingly / because / but [insight] ___________________________________________
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________________________________________________________________________
[Person / Group / Organization] _______________________________________________
needs a way to [Users Needs] _______________________________________________
surprisingly / because / but [insight] ___________________________________________
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________________________________________________________________________
[Person / Group / Organization] _______________________________________________
needs a way to [Users Needs] _______________________________________________
surprisingly / because / but [insight] ___________________________________________
________________________________________________________________________
________________________________________________________________________
What worked:

______________________________________________________________

______________________________________________________________

What could be improved:

______________________________________________________________

______________________________________________________________

Questions:

______________________________________________________________

______________________________________________________________

Ideas:

______________________________________________________________

______________________________________________________________

______________________________________________________________
1. Capture an image of your prototype.

2. Write your problem and describe your solution.

______________________________________________________________
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3. Post image and message to social media to share with the universe. Use the hashtags #DesignThinking and #ZIPIdeLab to join our conversation.