



Game

# WHAT'S YOUR PROBLEM?

**Time:** 10 minutes

## What

Define a problem or opportunity statement

## Why

Gain alignment on who you are solving problems for, and what pains and/or gains exist for them

## How to play

1. Identify your target audience or persona
2. Specify what their context or situation is - what job are they trying to do, or what task are they hoping to achieve
3. Define needs and wants - what do they need to achieve this?
4. Describe their pains and gains - what issues are they having and what areas of opportunity exist?



## Problem Statement

### What

Define a problem or opportunity statement

### Why

Gain alignment on your role and responsibilities, pains and gains that you want to solve for

### How to play

1. Identify your role and responsibilities
2. Identify what your context or situation is
3. Describe your pains and problems, or opportunities for gains

As a persona trying to achieve job/task, I need need/want but am experiencing pains/problems due to cause.



## Opportunity Statement

### What

Define a problem or opportunity statement

### Why

Gain alignment on your role and responsibilities, pains and gains that you want to solve for

### How to play

1. Identify your role and responsibilities
2. Identify what your context or situation is
3. Describe your pains and problems, or opportunities for gains

As a persona trying to achieve job/task, I need need/want and wish gains/opportunities so that benefits/values.