

### **Assignment: Write Your Problem Statement**

Craft a problem statement that addresses a specific, important urban community need. You will present this statement at the next class session. As we discussed in class, the problem statement consists of two elements:

- The **description** - a concise statement of the issues that need to be addressed by the problem-solving team.
- The **vision** - what the world will look like when the problem is solved.

While crafting your problem statement, you should carefully consider "five W's." In addition to writing your problem statement as defined above, please also explicitly document the "five W's" related to your problem statement and document these on a separate worksheet.

- **Who** does the problem affect? **Who** is willing to pay for a solution? Specific groups, organizations, customers, etc. What is the customer archetype?
- **What** is the impact of the problem? **What** will happen if we don't solve it?
- **When** does the problem occur? **When** does it need to be fixed?
- **Where** does the issue occur? Only in certain locations, processes, products, etc?
- **Why** is it important to fix the problem? **Why** does the problem exist in the first place? **Why** hasn't it been solved already?

Your problem statement needs to meet the following criteria to be considered important:

- lots of people affected
- high perceived "pain" level
- large economic impact
- high level of risk

Each venture representative will have two minutes to present a problem statement for consideration of their colleagues at the next session. Colleagues will then have an opportunity to ask questions about the problem you presented. Be prepared to indicate clearly what makes your problem important.

Remember to produce your response to this assignment in two parts: a worksheet which contains your analysis of the 5 Ws that form the basis of your problem statement, and a one-page (or less) document that contains the problem description and the vision.