Defining the Problem
Why start with a problem?

Market
- Great Starting point
- Existence
- Timing
- Size
- Customer Acquisition

Fear
You and the problem?

In the midst of Chaos, there is also Opportunity
Disruption?

Disruption in the human body, sometimes equals death.

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A problem well-defined is half-solved.
Before developing your solution further, make sure you’re working on the right problem

What’s the problem?
What proof do I have that it’s a problem?
Whose problem is it (and whose problem is it not)?
Who is aware of this problem?
Why should they care?
Why hasn’t it been solved before?

Other Considerations

What’s wrong with the previous solution?
Can I solve it? Is it worth solving?
Is it likely to go away by itself?
Can we risk ignoring it?
Does the problem have ethical dimensions?
What conditions must the solution satisfy?
Will the solution affect something that must not changed?
Finding the Opportunity

*Discovering unmet, overlooked niches*

**General needs finding**
- **Buglists & Customer Feedback** – Think Microsoft
- **User observation** - Think Tom Hanks in *Big*. Just ask people, regularly, what bothers them about their job, their home life, or anything else — all in an effort to understand their lives and their work in the hopes of finding a problem worth working on
- **Mind mapping** – Technique for visualizing connections between several ideas and central themes

**Deep need finding**
- **Structured interviews and observations**
- **Process mapping**
- **5-why’s**-Take each reason and ask, why is that important? Then ask, why is that answer important? Why? Why?

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**Fundamental Behaviors of Need Finding**

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<tr>
<th>Behavior</th>
<th>Description</th>
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<tr>
<td>Be There</td>
<td>No substitute for being “in the place”.</td>
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<tr>
<td>Be Present</td>
<td>Immerse yourself, roll up your sleeves, dive in.</td>
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<td>Be Surprised</td>
<td>Release expectations.</td>
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<td>Be Thoughtful</td>
<td>Your idea is just a theory. Question everything.</td>
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<td>Be Humble, Be Gentle</td>
<td>Balance arrogance with reality.</td>
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The real problem is rarely the obvious one...

Create a first draft of the real world problem

Identify and State The Problem (as broadly as possible)
- Based on what objective sources of data?
- Any confirmatory evidence?

Identify the Customer(s) – who has this problem?
- How critical is this problem? Must have, want to have, nice to have?
- How is this problem being addressed today?

Describe the Value Proposition – how would they value the solution
- What are the costs of the problem? Hard costs, soft costs, other costs (e.g., reputational costs, perceived risk to employment etc.
- Again based on what evidence
Let’s try one.