

Problem Statement

A good problem statement presents an opportunity of some significance, urgency and priority. It relates, in the simplest terms possible, the process of concern and the impact or effect on the customer. Enough data is included so the audience can understand the size and scope of the problem, together with the degree or magnitude of the problem.

To truly understand the problem, you have to know the who, what, where, and why.



Who?

Who has the problem?

External or internal customer.

What?

What is the problem?

Describe the issue being experienced or need going unmet.

Where?

Where/when is the problem occurring?

Context, situation, or process in which the problem exists.

Why?

Why is it important to address?

Impact to the customer and organization.