

Challenge Statement

Reframing the problem from the customer's perspective.

Project:

Date:

1). Understanding the problem.

Who? <i>Who is experiencing the problem?</i>	When/Where? <i>When and where does the problem occur?</i>	Why? <i>Why is the problem occurring?</i>	What? <i>What is the impact to the customer? To the business?</i>	How? <i>How have we tried to address the problem?</i>
--	---	---	---	---

2). Understanding the gap.

Where are we today? <i>What is the current state?</i>
Where do we want to be? <i>What is the desired future state?</i>

3). Set the challenge.

Rule 1: Must be human-centered. Rule 2: Specific and relevant. Rule 3: Inspiring

It would be game-changing if we..

(enter you ideal state)

for...

(enter end-user)

because...

(enter need)