The Problem Case

1. Getting to the problem

☐ Problem Statement

The root problem that a proposed idea or feature is trying to solve. Use '5 Whys' technique. Explore multiple paths if necessary.

2. Understanding the scenario

☐ Situations leading to it

Ask the stakeholder to take the perspective of the user. Which situations lead the user to face this problem? What creates this problem? Why is it a problem?

☐ Variations on Problem

Different takes on the problem. What if *<unforeseen situation>* happens? What if *<assumption>* doesn't happen?

☐ Alternative (already possible) solutions

How could the user solve this problem with what we've already got? What if the solution were smaller than proposed? Would that be "good enough'?

☐ Additional problems by solving this one

If we work on this, what other things would we have to solve? Which problems are caused by the proposed solutions? Are those problems aligned with our current plans?

3. How valuable is it?

☐ Value Premises / Hypothesis

Agree on concrete hypothesis that can be tested. How many people does it need to affect for this be considered a pervasive problem? How often does it need to happen? Finally, ask: **is solving this problem contributing to the value proposition or not?**