

### Identification of problems

A problem is always related to dissatisfaction about a current situation. But frequently the most challenging task is to define its origin. It is important to take into account that problems are relative and depend on perspective. A patient journey can help identify the underlying issues and can support in viewing the problems from different angles. A well-formulated problem definition can be the first step towards a solution.

To formulate a problem, it is important to define the current situation and envision the desired situation. It can help to ask yourself the following questions:

- What is the problem (friction points)?
- Who has this problem (human actors)?
- What are relevant contextual factors (non-human actors)?
- What are their goals?
- What are the side-effects?
- What you would like to avoid?
- Which actions are required?

Answering these questions will give you the foundation to achieve a structured description of the design problem, and this will provide direction for the idea generation. You can also formulate the problem you identified as an opportunity or a driver.

### Design goal

A design goal is always useful to define before starting the ideation phase in a project. It will keep you focused on your users, their needs and the main insights that you were able to identify.

A design goal should answer the following questions:

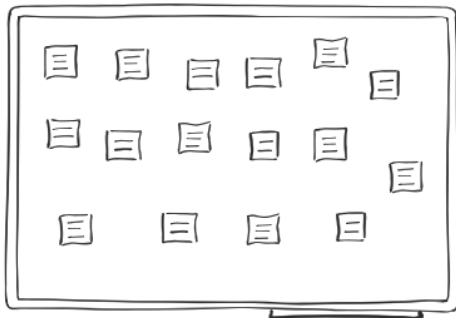
- What problem are we solving?
- Who has the problem?
- What do we want to achieve?

But, it should never give a solution.

The design goal will give you direction for your ideation phase and it should have three elements.

- Who is the user?
- What need are you trying to solve?
- Why is it important to solve it?

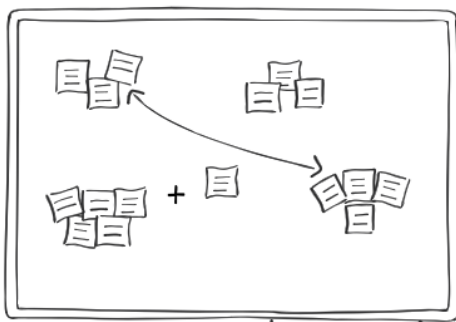
How to create your design goal:



1. Write all your insights



2. Create clusters. Ex. Do they have the same root problem.



3. Do your clusters complement each other



4. Choose a cluster and identify the key problems and the users needs to create your design goal.

