

Problem Statements

Informatics 131 Discussion

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Affinity Diagrams

<Affinity Diagram Example #1>

Affinity Diagrams

<Affinity Diagram Example #2>

Judy Olson's 10 Questions

- 1) **What is the problem? What are you going to solve?**
- 2) Who cares? Why should people care about this problem?
- 3) What have other people done about it? Literature review. Why is that not sufficient? What are the gaps and unanswered questions?
- 4) What are you going to do about it? Your approach.
- 5) What are you really going to do about it? Methods, operationalization, sample.
- 6) What do you expect to find? What did you find? Results.
- 7) What does this mean? Conclusions.
- 8) Who cares? Implications.
- 9) Where are you going to publish? What are you going to do next?
- 10) What are you going to be doing in 5 years?

Problem Statements

Characteristics

A living document: You will revisit your problem statement throughout the project

Feasibility: The design problem should be solvable.

Researched: Informed by research and own creativity.

Value: Formulating problem statements is important in academic research and industry alike.

Problem Statements

Frameworks

The 5 'W's:

- Who - Who does the problem affect?
- What - What are the impacts of the problem? What will happen when you've fixed it?
- Where - Where is the problem occurring?
- When - When does the issue occur? When should it be fixed?
- Why - Why is it important to fix the problem?

Problem Statements

Frameworks

Key elements:

The **problem** is [...]. It **affects** [...] and the **impact** is [...].

Our **solution** would provide [...].

Problem Statements

Frameworks

A useful structure for your problem statement:

[Description of the ideal scenario]

(BUT)

[The reality of the situation]

[The consequences for the audience]

[Your solution and why it would make the reality more like the ideal scenario]

Source: [Christine McMullin, PSU](#)

Design Project

What to turn in: D2 - Tues, February 18th

- Photo of affinity diagrams (in-class + 1 extra, questions)
- Problem statement (1-2 paragraphs)
- 2 personas (follow guidelines discussed in class)
- ***Format: a single, well-organized PDF document***

See complete details on class website: <http://ellieharmon.com/inf131/131-design/#D2>