

# Problem Statement Blueprint

Creating a well-defined problem statement is your first step in developing a compelling innovation project. Answer the questions below to get started.

## Problem

What problem are you observing? What is its root cause?

## Context

When does the problem occur? How often?

## Alternative Solutions

What do stakeholders do now to fix the problem? What are the limitations of those approaches?

## Users

Who has the problem most often? Be specific.

## Impact

How does the user feel when the problem happens? What is the measurable impact?

**Problem Statement** Bring it all together.