2. DEFINE

Tips:

Start stage two of design thinking process by writing down the insights you discovered from the empathize phase. Then, describe the problem you see and action steps to address that problem. Once you have done this you are ready to craft an Actionable Problem Statement (APS). Be sure to ask your stakeholders if the APS resonates with them.

During the Define Stage, you analyze the information you have collected: audience needs/wants, observations, and insights from experts & field researchers. Then, incorporate those insights in a concise Actionable Problem Statement. We have various locations in our Innovate space where you can work on defining your project.

Insights, Problem, Action Steps:

1.

2.

3.

4. Actionable Problem Statement
(audience, insights, problem, & action steps)

5. Ask all stakeholders

Actionable Problem Statement:

4.