

**modernist
studio.**

PROBLEM STATEMENTS



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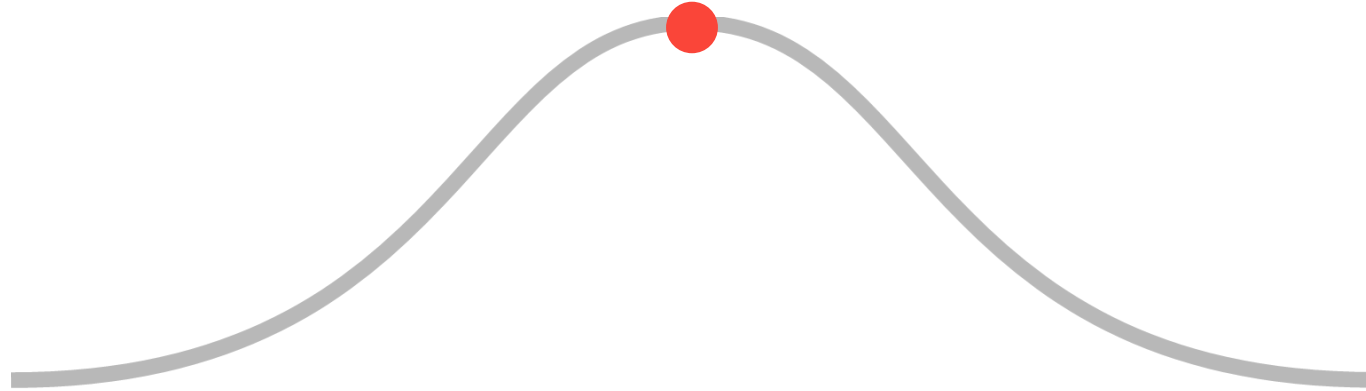
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AN OVERWHELMING AMOUNT OF DATA



**SIMPLICITY IS ON THE OTHER
SIDE OF COMPLEXITY**

PROBLEM STATEMENTS

A problem statement is a succinct description of the issue or latent need that's worth solving.

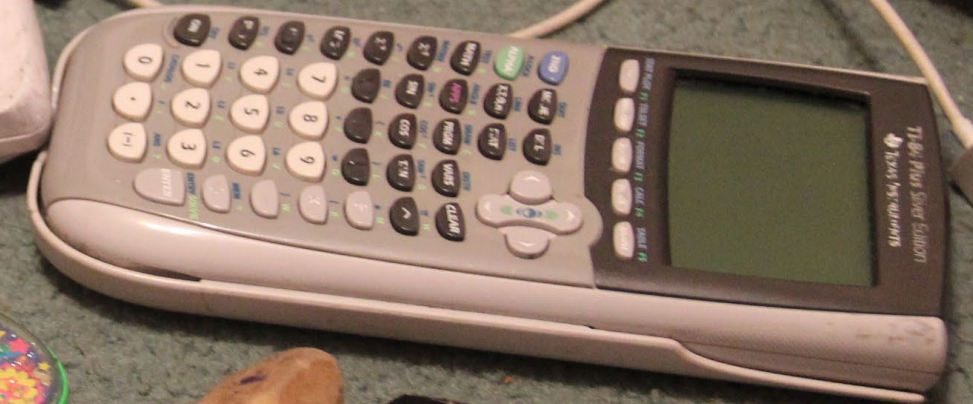
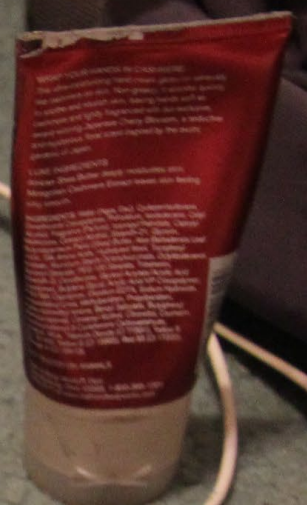
It forces us to consider the connection between the problems identified during synthesis and the ability of the service to deliver 'value' to the user / customer.

It helps us identify which stories and insights best support this persuasive argument.

Describe an unmet need; that may have explicit or implicit value for a service provider:

- It can help you articulate why 'value' is not being delivered to the customer (e.g. an existing business).
- It can help you articulate an opportunity space in an untapped market (e.g. a startup).

FOR EXAMPLE...



“Everyone has a business degree these days, so I’ll always be able to get a job. I found about international business from a guy at The Gap. I didn’t even know what it was. I googled it, and it sounded better than just regular business, so I chose that. My life decisions are based on stupid things.”

— Samantha, International Business major



“[Students say] ‘I could do anything – I think I could do this, I think I could do that.’ You couldn’t say something worse to a recruiter – don’t apply to 5 of my jobs, because you aren’t going to get any of them.”

— Meg, Recruiter

STUDENT INSIGHT

Students think they have an idea of what employers want in a candidate, but they are often wrong.

“Your resume is like your life - it is your golden ticket to the chocolate factory.”

Samantha, international business major

-
- Emphasize bullets on a resume, rather than exhibit skills through artifacts (portfolio)
 - Think they should have a broad-but-shallow set of abilities, rather than a depth of competency in one area
 - Typically apply for any and every job

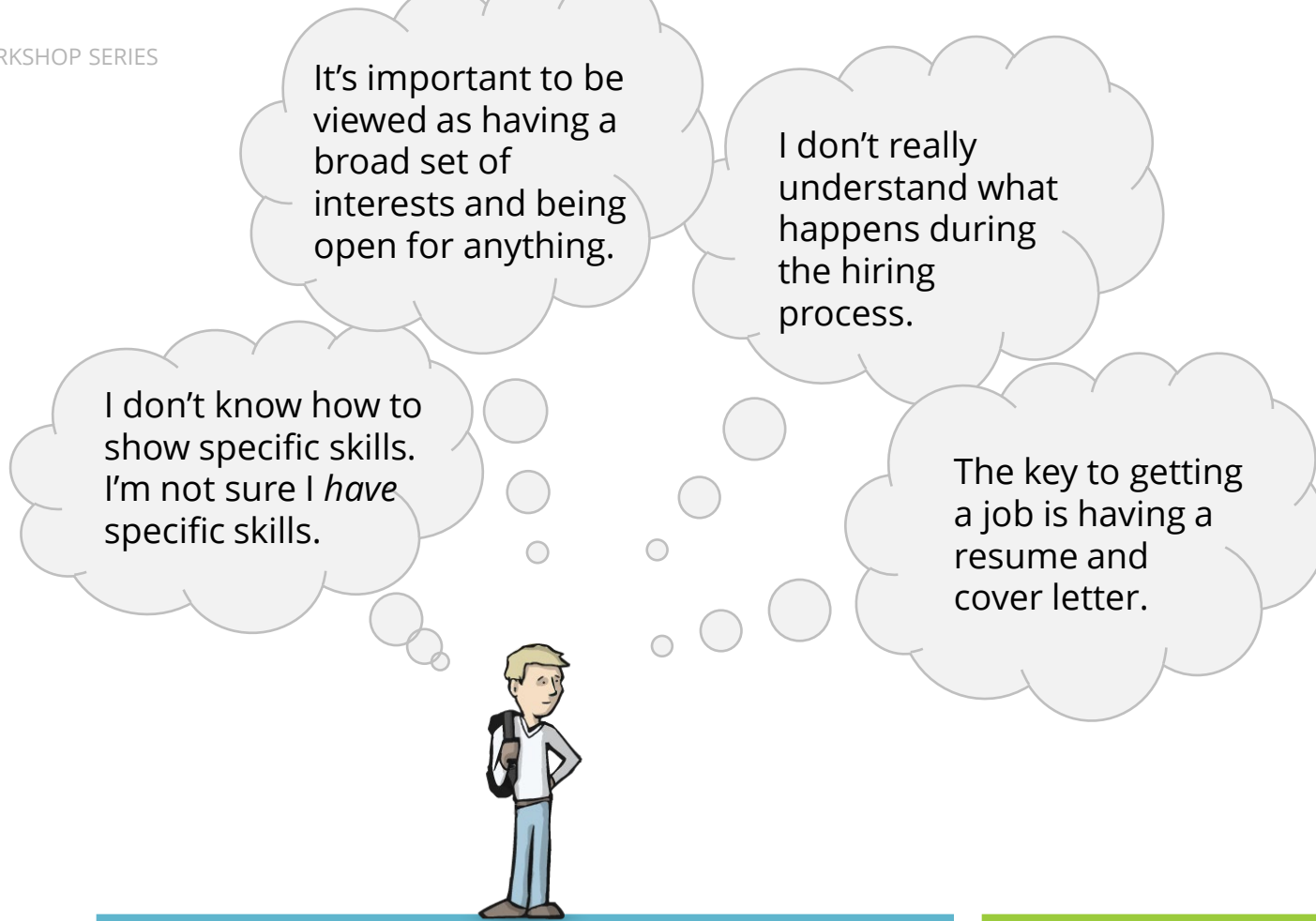
EMPLOYER INSIGHT

Recruiters make snap judgments, directly impacting a candidate's chances of success.

“Don't apply to 5 of my jobs, because you aren't going to get any of them.”

Meg, Recruiter

-
- Form an opinion of a candidate in seconds based on a single data point
 - Are looking for specific skills, and evidence of competency in that skill
 - Create a mental narrative of what a candidate can do, based on how the student presents themselves

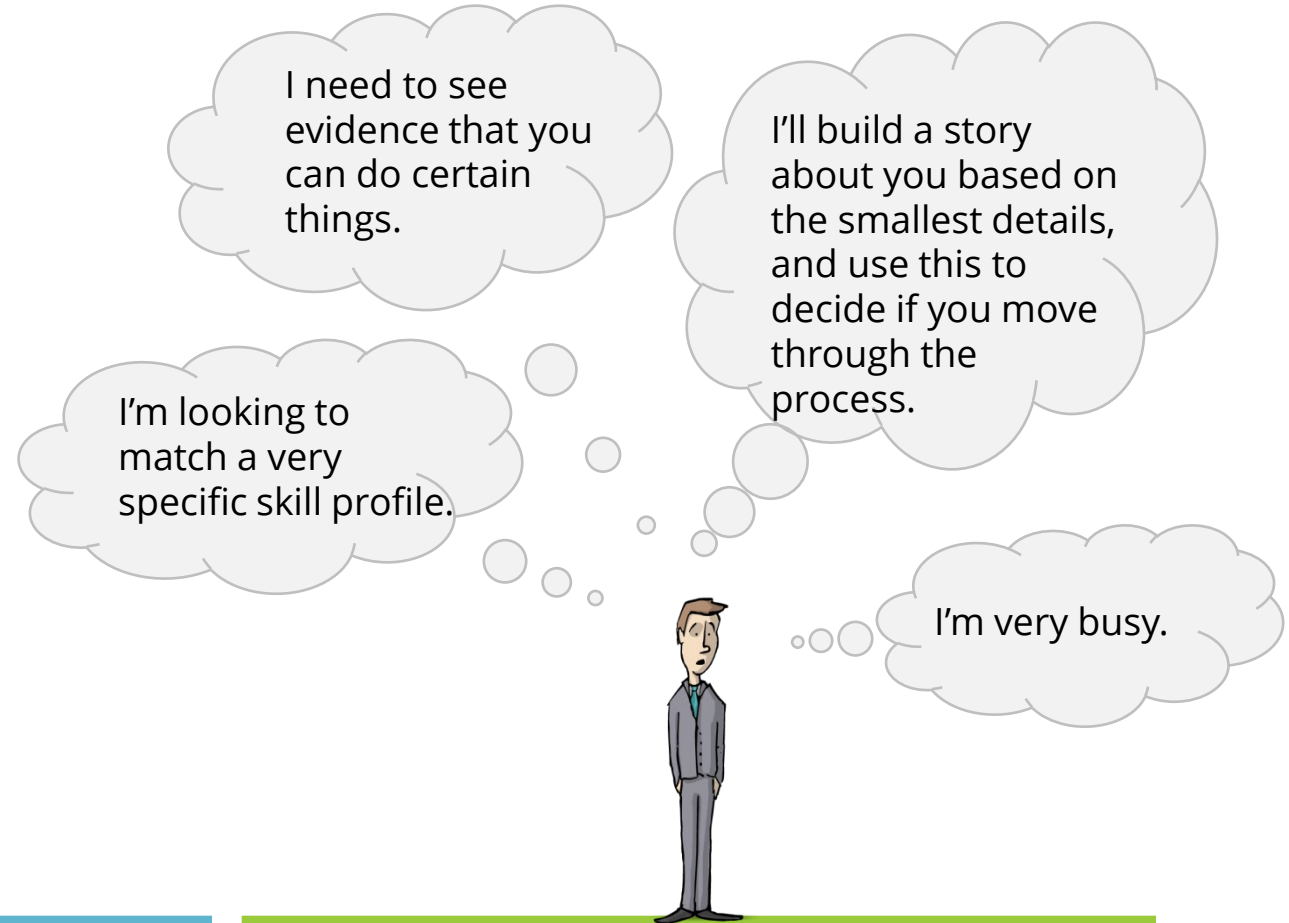


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PROBLEM STATEMENT

Students do not know how to identify their skills and present them to employers in a credible way.



STUDENT INSIGHT

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EMPLOYER INSIGHT

Recruiters make snap judgments, directly impacting a candidate's chances of success.

PROBLEM STATEMENTS

The goal of a problem statement

- Succinctly communicates the core problem in a given context for anyone not familiar with the body of research.
- Describe an unmet need; that may have explicit or implicit value for a service provider.
- Creates focus for ideation and persuasive story telling.

FOR EXAMPLE.....

Users expect meaningful, immediate exchange when communicating with their bank.

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Isolated Decision Making

We don't look at the end to end user experience, so we make the wrong products or build them in isolation from one another.

Misplaced Value

We prioritize increased acquisition, increased feature usage, and decreased cost over quality experiences.

Dead End

The technical platform mirrors our cultural attitude towards communicating with our user; we 'status' them - sending messages with no ability for users to respond

Overwhelming Frequency

We've trained our users to stop listening, even when the message is important.

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PROBLEM STATEMENT:

We treat our digital communications like our physical advertising – messages that are sent to the user with no expectation of a response.

This is at odds with the expectations of “meaningful immediate exchange” created by today’s digital products and services.

CRAFTING THE PROBLEM STATEMENT

How to craft a problem statement:

MODERNIST | WORKSHOP SERIES

FOR EXAMPLE.....

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From your synthesis, identify the value promise: the benefits a user or customer would reasonably expect to get out of a system or service.

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Identify the most salient and supportive insights.

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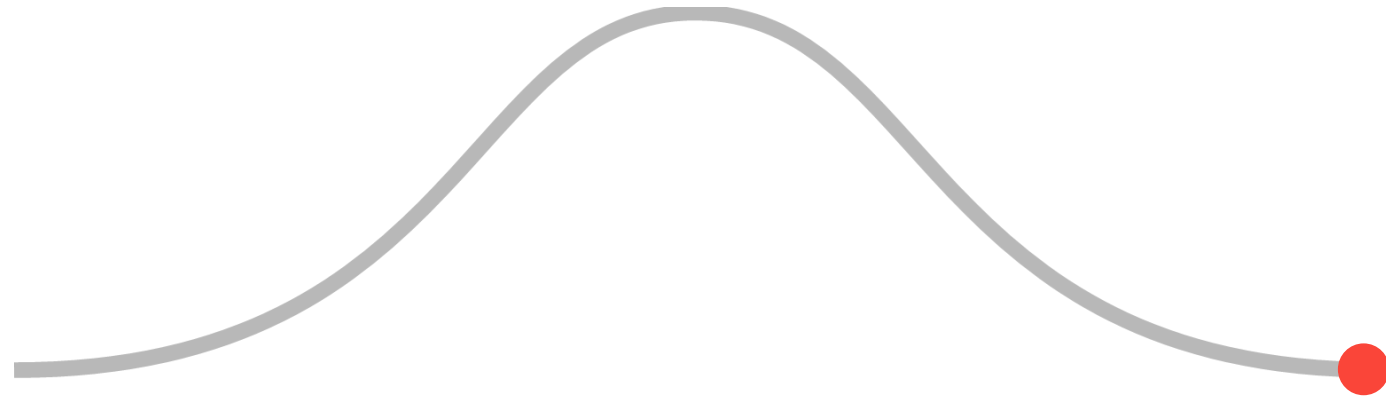
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Write, and re-write, the problem statement as a narrow description of where our value-promise falls short.



**THE PROBLEM STATEMENT
SUMMARIZES YOUR
COMPLEXITY-TO-
SIMPLICITY JOURNEY**

- thanks!

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www.moderniststudio.com

APPENDIX



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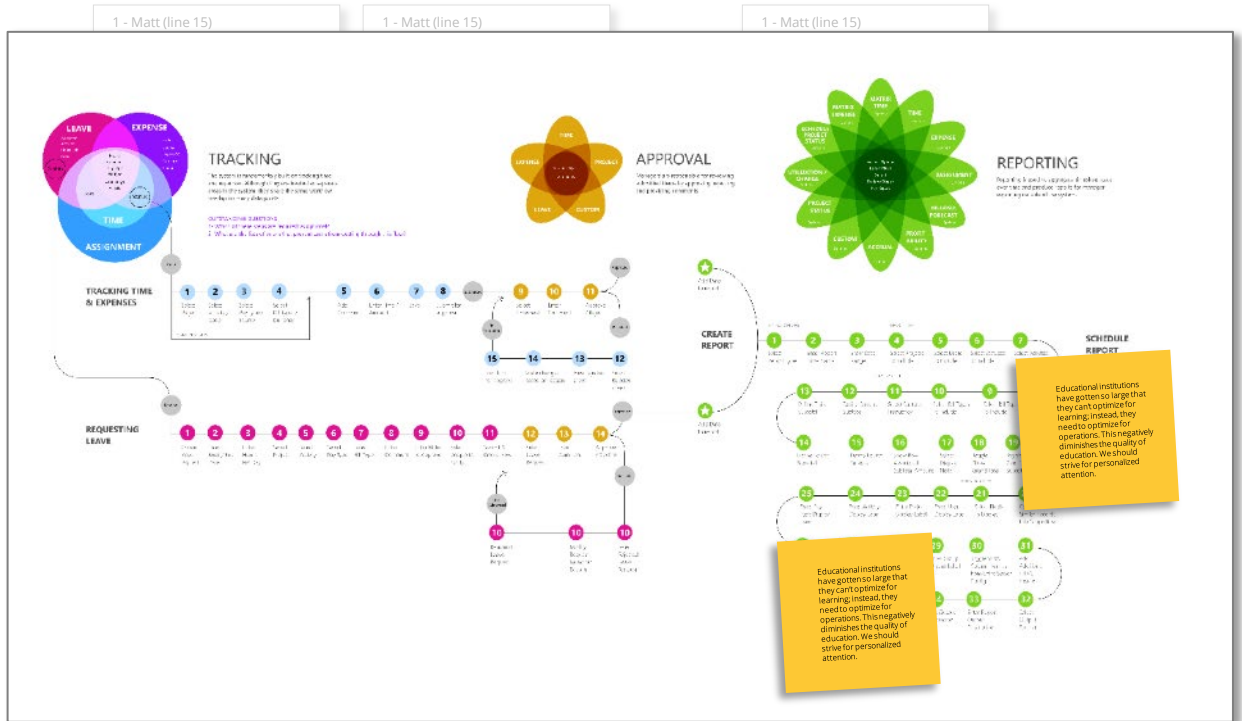
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No support in recognizing the public's knowledge of the way we do things. Some people are better at it than others. It's not a good idea to have a public record of what we do.

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The library contains over 17,000 annotated files, each of which contains 50-200 individual word documents.

SCHEDULE REPORT

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Ideal Prospect Experience
4 pathways that align to our prospect's current state journeys

Where Do I Start? → **Looking For A Short Cut** → **Discover Mode** → **Buy Mode** → **Complete Purchase**

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Digital connections are less valuable than physical ones, because they don't fulfill innate human needs like eye contact and physical touch. We should seek to minimize these relationships.