



## Defining Your Problem Hypothesis

The following basic template serves as a guide for creating a problem hypothesis statement.

### Basic Problem Hypothesis Statement

**When** \_\_\_\_\_ [INSERT: CORE TASK OR OBSERVED NEED],

**we believe that** \_\_\_\_\_ [INSERT: TARGET CUSTOMER SEGMENT(S), DEFINED BY DEMOGRAPHIC AND/OR BEHAVIORAL ATTRIBUTES].

**who want** \_\_\_\_\_ [INSERT: KEY FUNCTIONAL PERFORMANCE AND/OR PSYCHOLOGICAL NEEDS]

**are dissatisfied by** \_\_\_\_\_ [INSERT: EXISTING SOLUTIONS]

**because of** \_\_\_\_\_ [INSERT: SHORTCOMINGS OF EXISTING SOLUTION(S)]

**and/or because of** \_\_\_\_\_ [INSERT: CONSTRAINTS CONFRONTING CUSTOMERS].