

# Problem Statement Canvas

**Short description:** You are looking for a good business idea to realize your dream of owning your own company? It makes sense to ask yourself what problem you actually want to solve with your business idea. This way you can make sure that there is a need for your future offer and that it has potential. The goal of this canvas is to formulate a clear problem statement, which creates the basis for your further work.

**Quick guide:** The problem statement canvas consists of two larger parts that should be completed one after the other: You start with the 1 preparatory 6 questions and then move on to the 2 Problem Statement. You try to sharpen and develop this in several iterations.

**Preparatory questions** 1

*Step by step, answer the 6 questions to clarify your starting point.*

<p><b>Why?</b> <span style="float: right; background-color: #ADD8E6; border-radius: 50%; padding: 2px 5px;">?</span></p> <p><i>Why is there a need for a new product or service?</i></p>	<p><b>Who?</b> <span style="float: right; background-color: #ADD8E6; border-radius: 50%; padding: 2px 5px;">👤</span></p> <p><i>Who will benefit from your new product / your new service?</i></p>	<p><b>What?</b> <span style="float: right; background-color: #ADD8E6; border-radius: 50%; padding: 2px 5px;">📦</span></p> <p><i>What's the deal with your new offer?</i></p>	<p><b>When?</b> <span style="float: right; background-color: #ADD8E6; border-radius: 50%; padding: 2px 5px;">📅</span></p> <p><i>When is the product / service to be consumed and launched?</i></p>	<p><b>Where?</b> <span style="float: right; background-color: #ADD8E6; border-radius: 50%; padding: 2px 5px;">📍</span></p> <p><i>Where does the sale of your product / service take place?</i></p>	<p><b>How?</b> <span style="float: right; background-color: #ADD8E6; border-radius: 50%; padding: 2px 5px;">⚙️</span></p> <p><i>How - How can your customers obtain your products / services?</i></p>
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**Problem Statement** 2

*Proceed in iterations when creating the Problem Statement.*

<p><b>How might we</b> ..... <i>Context: what?</i></p> <p>.....</p> <p><b>for</b> ..... <i>Actor: for whom?</i></p> <p><b>(re)design, so that</b> ..... <i>Need: which?</i></p> <p>..... <b>is satisfied</b></p> <p><b>Taking into account</b> .....</p> <p>.....</p>	<p><b>How might we</b> ..... <i>Context: what?</i></p> <p>.....</p> <p><b>for</b> ..... <i>Actor: for whom?</i></p> <p><b>(re)design, so that</b> ..... <i>Need: which?</i></p> <p>..... <b>is satisfied</b></p> <p><b>Taking into account</b> .....</p> <p>.....</p>	<p><b>How might we</b> ..... <i>Context: what?</i></p> <p>.....</p> <p><b>for</b> ..... <i>Actor: for whom?</i></p> <p><b>(re)design, so that</b> ..... <i>Need: which?</i></p> <p>..... <b>is satisfied</b></p> <p><b>Taking into account</b> .....</p> <p>.....</p>
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Source: von M. Lewrick, P. Link & L. Leifer: The Design Thinking Toolbox