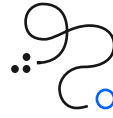**Enterprise
Design
Thinking**

Make a plan

VOCABULARY TERMS

problem statements:
Problem statements help us answer the question, "Where do we start?" They put the user front and center, and align everyone around a clear issue to solve. However, they don't dictate implementation or a specific solution. Problem statements are often the seeds of Hills.

Enterprise Design Thinking Practitioner:
Practitioners are Enterprise Design Thinkers who know the value of putting the users first and are responsible for bringing this user-centered mentality to their teams.

KEY CONCEPTS TO REMEMBER

Business problems vs. human problems

Most of your work starts as a business problem. Your first step to practicing Enterprise Design Thinking is to refocus your work as a user-centered problem. To solve for an actual need that exists in the world, you must take the time to write clear statements around your intent: What problem are you solving, for whom, and why?

Ask why

To find the root of the problem, do a 5 Whys exercise. Take the problem you're trying to solve and ask why 5 times to identify the real human need that needs to be addressed. Once you've found that root problem, write a problem statement.

**Enterprise
Design
Thinking**

Don't let this course go to waste! Keep your design thinking practice alive.

01

Use your problem statement:

• as a source of research questions you want to answer
• as a prompt for brainstorming ideas for solutions
• as a discussion point for your whole team to align around a shared goal

02

Try a new activity. Some great choices for beginners are:

• Empathy Map
• Prioritization Grid
• Assumptions and Questions