

Starting with your research data

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Narrative

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Narrative Workshop Series

August 8, 2023

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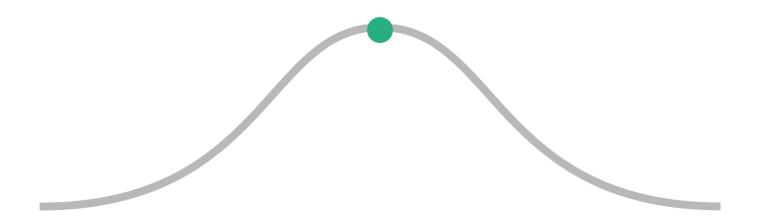
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So much data!

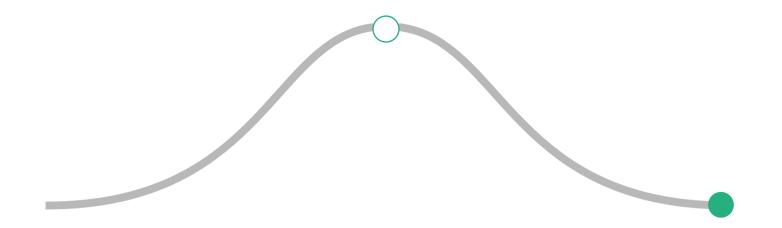


Simplicity is on the other side of complexity.





A problem statement kicks in to get over the complexity curve.

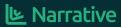




A problem statement is a succinct description of the issue that needs to be addressed, or the latent need that needs to be filled.

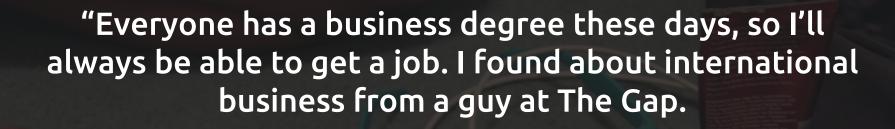
A problem statement:

- Forces us to consider the connection between the problems identified during synthesis and the ability we have to deliver value.
- Helps us identify which stories and insights best build a persuasive argument.
- Describes an unmet want, need or desire.
- Presents an opportunity space for new or revised designs.



For example...





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



"That? That's a purple squirrel. It's really rare. Like a good candidate.

"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.

Show your skills. Be specific. And don't apply to five 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.

Employer Insight

It's important to be viewed as having a broad set of interests and being open for anything.

I don't really understand what happens during the hiring process.

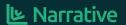
Vorkshop Series

I don't know how to show specific skills. I'm not sure I have specific skills. The key to getting a job is having a resume and cover letter.

Student Insight

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

Employer Insight



I need to see evidence that you can do certain things.

I'm looking to match a very specific skill profile.

I'll build a story about you based on the smallest details, and use this to decide if you move through the process.

I'm very busy.

Student Insight

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

Employer Insight



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

Student Insight

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



Employer Insight



How to write problem statements

The qualities of a well-written problem statement

- Is succinct
- Uses plain language
- Identifies a problem for the people that we serve, not for our business
- Can be traced back to the data
- Does not describe the solution



How to write problem statements

For example...



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



Students make poor decisions about which major to select, and regret those decisions later.



GOOD

Students have no clear advice on the best way to interview for a job.



Students do not know where to turn to find help when they get stuck with the job application process.



How to write problem statements

For example...



Students need a website that lists the different careers they can get.



Our business is leaving revenue on the table by not charging for student services.



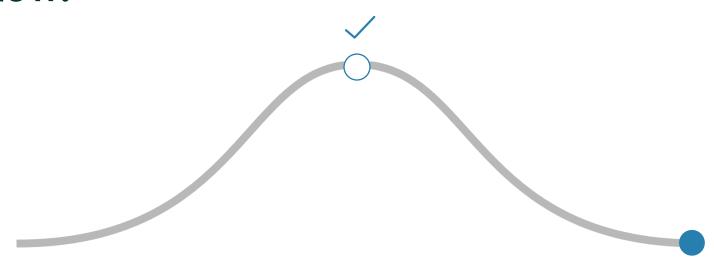
If we buy a tutoring company, we can open new lines of revenue.



We should make a mobile application so students can video chat with advisors when they apply for jobs.



A problem statement frames the design activities that will follow.



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



Thank you!