



How To

# Live in the Problem Space...

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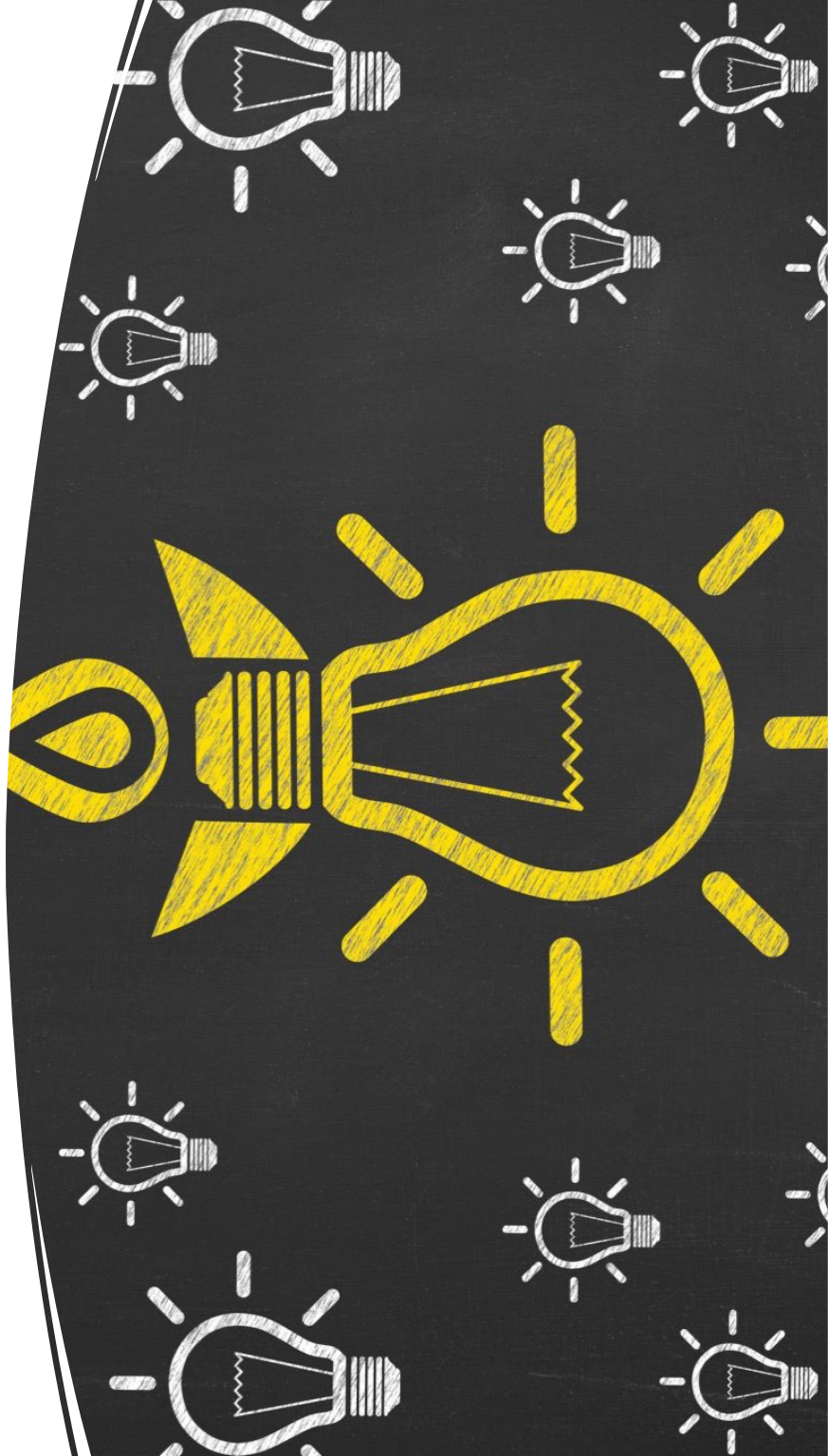
Discover the Business  
Problem Your Idea  
Solves

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# UnPack the Business Problem(s)

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Understand the industry language, benchmarks, and metrics of the customer problem(s).



# How Do People Solve this Problem Today?

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Identify the alternative solutions and approaches in use today.



# Who is Most Impacted by This Problem?

Profile a “day in  
the life” of a  
typical buyer, user,  
and influencer.



# Examine Pain Points from Different Angles

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Different people  
have different pains

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Productivity pains,  
Financial pains,  
Process pains,  
Support pains, etc.



# Consider Frequency & Intensity

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How often does  
this problem  
occur? Daily?  
Yearly? Every  
shift?

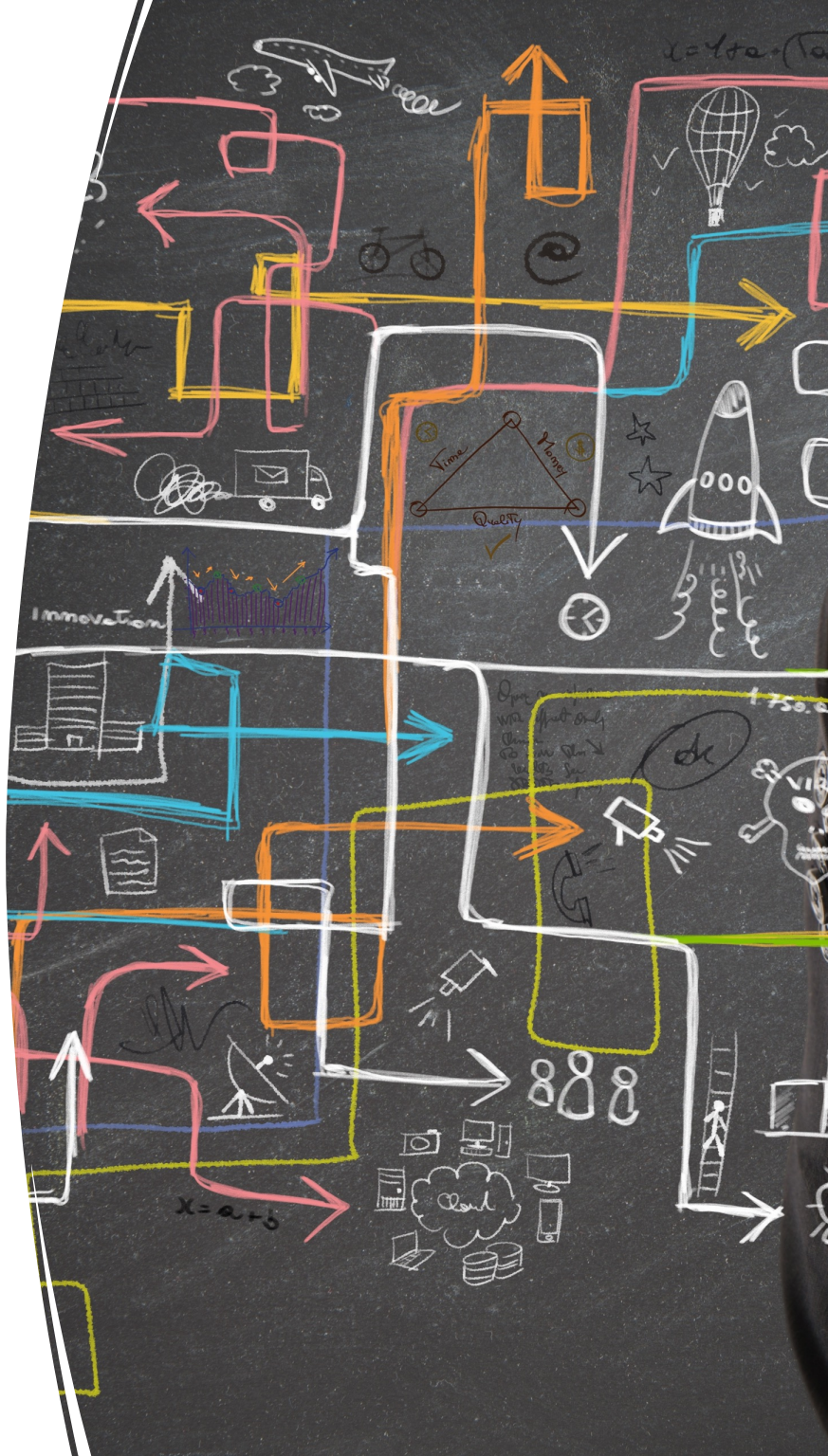


# Complexity

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How difficult is it to solve this problem?

Does it require special knowledge, skills or resources?



# Priority

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How urgent and critical is the problem?

Are there other, more urgent problems?





# Economics



Quantify the problem.

What are the metrics and data points people use to measure the problem.

# Timing

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Why is the timing right to solve this problem now?





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