



How To

Live in the Problem Space...

Discover the Business
Problem Your Idea
Solves

Author: Wendy Kennedy, WKI

UnPack the Business Problem(s)

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



How Do People Solve this Problem Today?

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

Different people
have different pains

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



Consider Frequency & Intensity

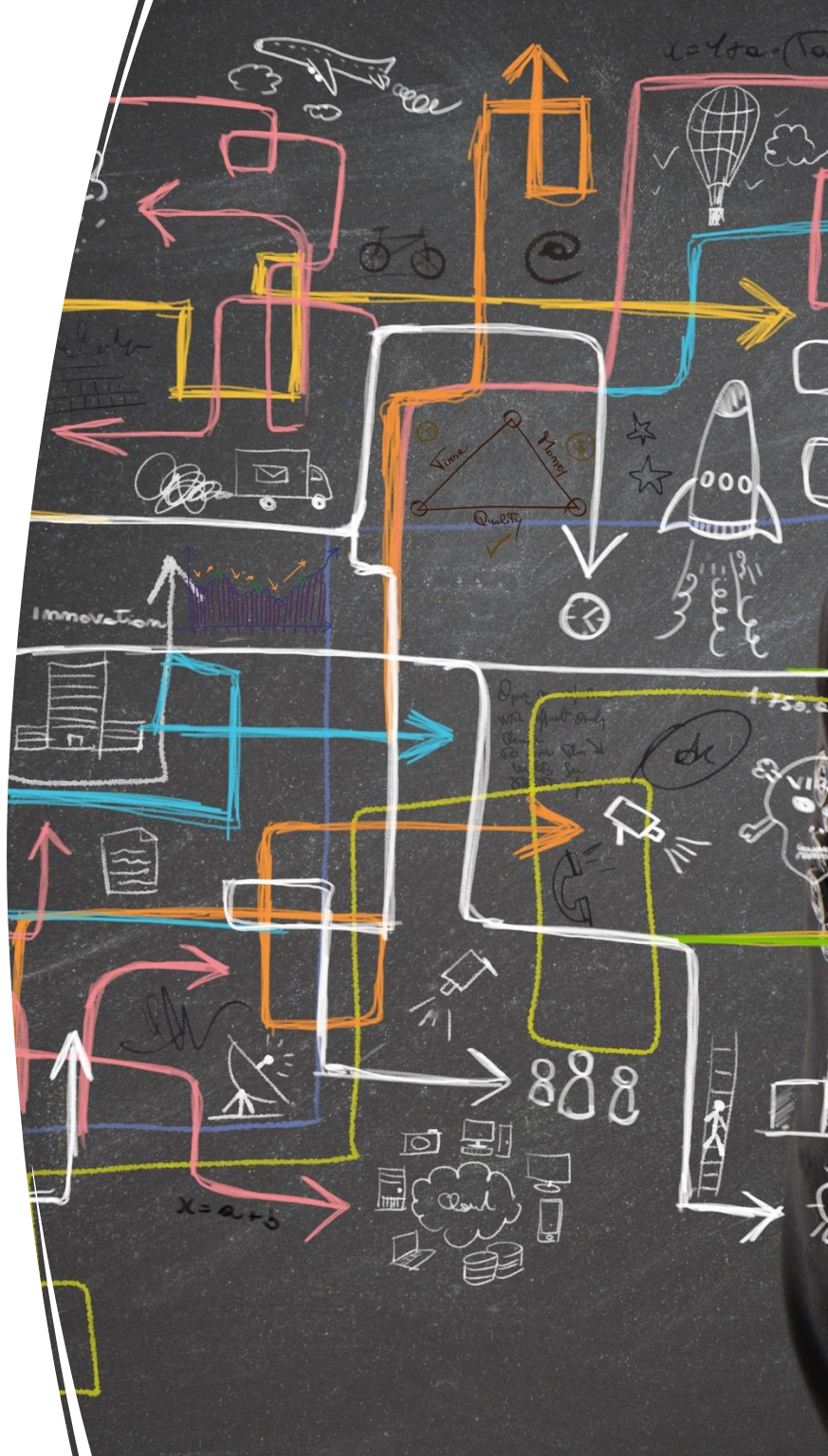
How often does
this problem
occur? Daily?
Yearly? Every
shift?



Complexity

How difficult is it to solve this problem?

Does it require special knowledge, skills or resources?



Priority

How urgent and critical is the problem?

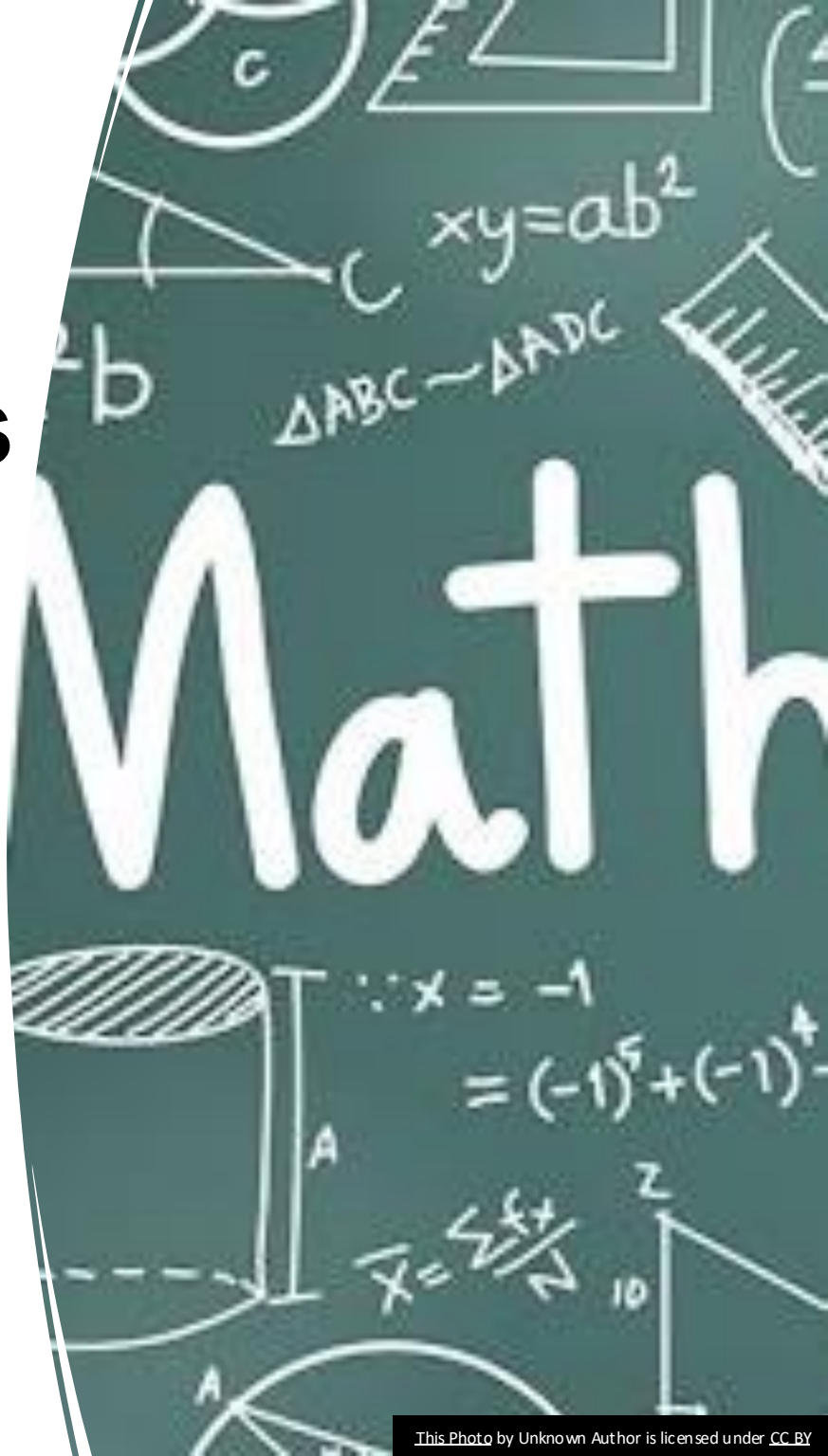
Are there other, more urgent problems?



Economics

Quantify the problem.

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



Timing

Why is the timing right to solve this problem now?





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