

# Understand the problem in detail

## Problem Mapper



### What can it help with?

This tool allows you to develop a full understanding of the problem you are facing (without jumping ahead to solutions). Used in conjunction with The Why Tree, to discover the root causes of the problems faced, it enables you to map problems in relation to the impact it has on customers and your outcomes.


### How do I use it?

Work through the steps, answering the questions remembering to research and test your assumptions along the way.

### Who's it for?

-  We think most things work best in a group, but you can do it individually too.
-  Sometimes it's interesting for everyone in the group to work alone then come together to compare and combine ideas.



### How long will it take?

 60 - 90 Minutes

### How hard is it?

Beginner

### What goes well with it?

-  The Why Tree
-  Plus, we'd always recommend you try the Assumption Dump before starting any project 😊

# Problem Mapper

DESCRIBE THE PROBLEM



**01 CONTEXT** When does the problem occur?



**02 ROOT CAUSE** What's the root cause of the problem?



**06 EXISTING SOLUTIONS**  
What do customers do now to fix the problem?



**03 CUSTOMERS** Who has the problem the most often?



**04 IMPACT** How does it make customers feel?



**07 SOLUTION SHORTCOMINGS**  
What are the disadvantages of existing solutions?



**05 IMPACT** What is the measurable impact (include the numbers!)