

Define (step 2)

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Define

Define—State User's Needs and Problems

- In the Define stage, we **accumulate** the **information** created and gathered during the Empathize stage.
- We analyze our observations and **synthesize them to define the core problems** we and our team have identified so far.
- **We should always seek to define the problem statement in a human-centered manner .**

Define

Define—State Users' Needs and Problems

- It is our responsibility to define the challenge we are taking on, based on what we have learned about user and about the context of their problem.



Define

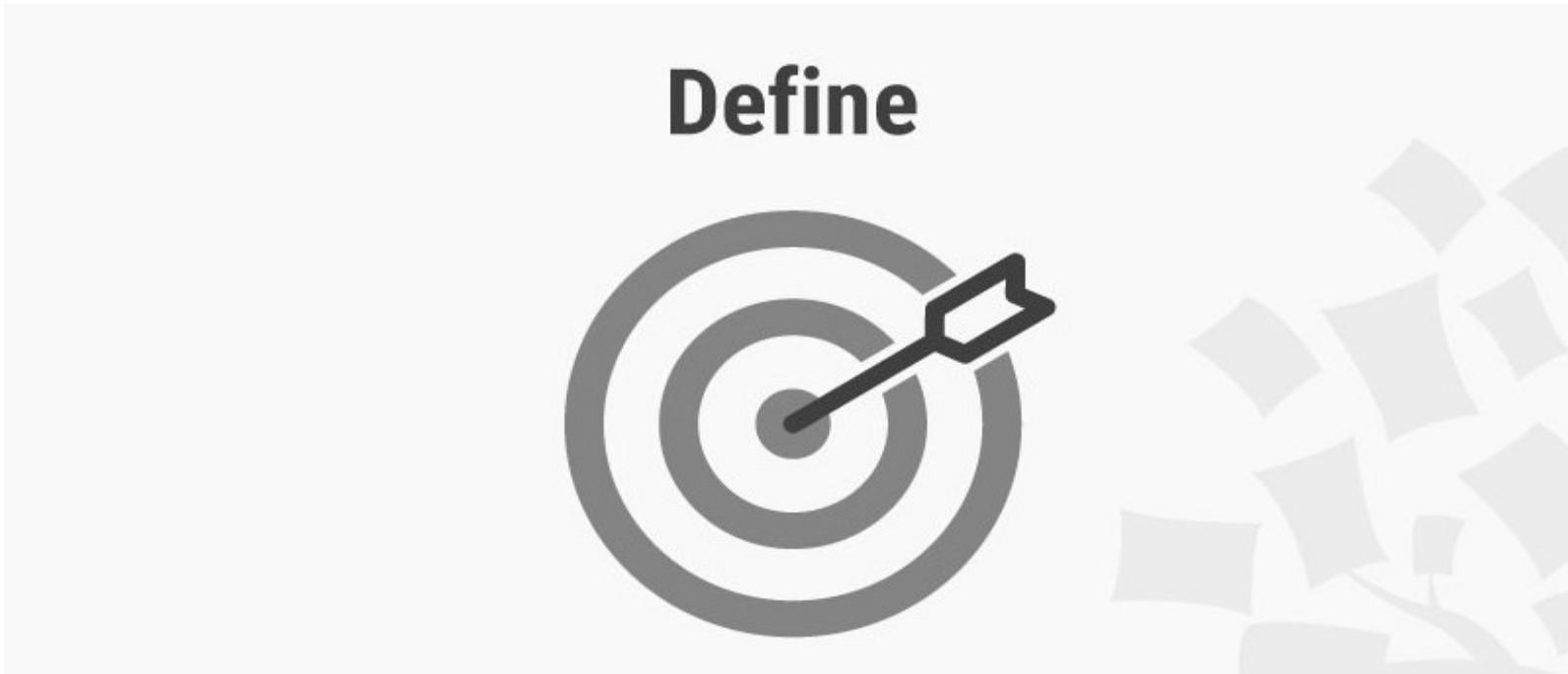
Define the
problem.

Define

- This is perhaps the most challenging part of the Design Thinking process, as the definition of a problem **requires to synthesize** our **observations** about our users **from empathize stage** (last Stage).
- When we learn how to master the definition of problem, problem statement, or design challenge, it will **greatly improve** our design thinking process and results.

Define

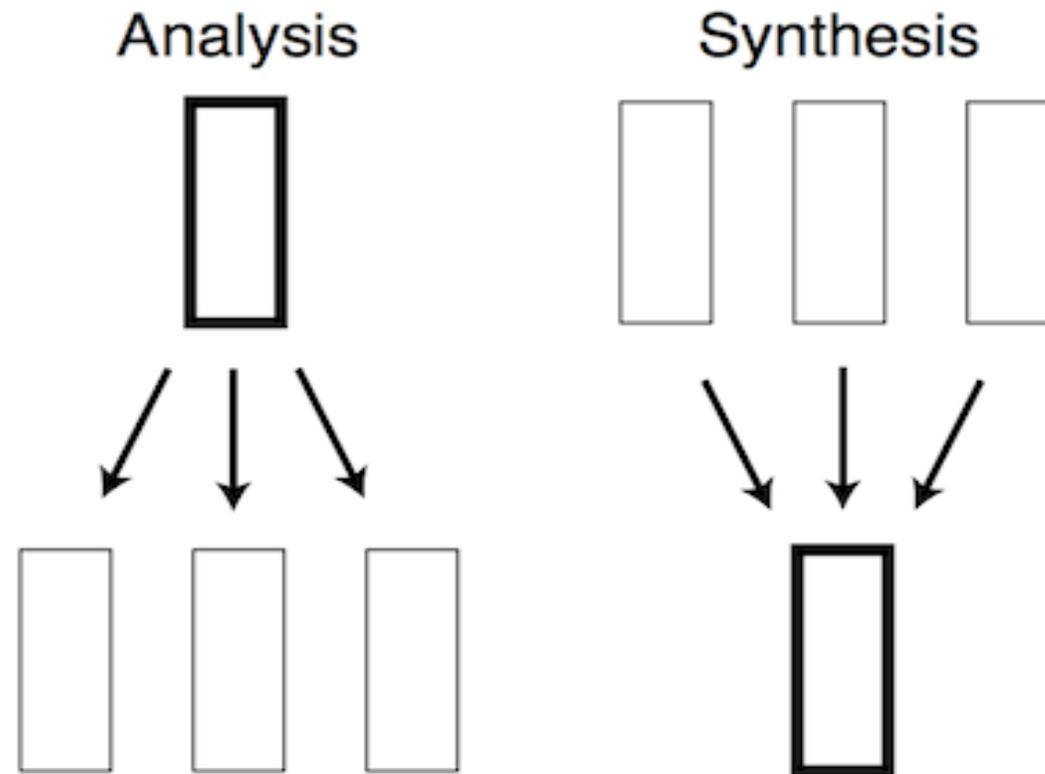
- It will bring about clarity and focus to the design space.
- On the contrary, if we don't pay enough attention to defining our problems, we will work like a person stumbling in the dark.



How to define : Analysis and Synthesis

- **Analysis** is about **breaking down complex concepts** and problems into smaller, easier-to-understand constituents.
- We do that, during the first stage of the Design Thinking process also, when we observe and document details that relate to the users.
- **Synthesis** involves creatively piecing the puzzle together to form whole ideas.
- This happens during the Define stage when we organize, interpret, and make sense of the data we have gathered to create a problem statement.

How to define : Analysis and Synthesis



How to define :Problem Statement

- A problem statement is important to a Design Thinking project, because it will guide us and our team to provide a focus on the specific needs that left uncovered.
- It also creates a **sense of possibility and optimism** that allows team members to spark off ideas in the Ideation stage (we will study in next lecture)
- A good problem statement should be **human-centric**.

“Creating a low cost solution for extracting and processing cashew from cashew shell without any direct exposure to human skin ”

Thank You