

PROBLEM SYNTHESIS

Worksheets, updates
and comments
available online:



Problems it Solves

1. Make your interview analysis actionable

In this exercise you will take the analysis you completed in Interview Analysis exercise, and turn it into actionable steps.

2. Create a foundation for your marketing strategy and solution design

By the end of this exercise you will have what you need to build your marketing strategy, including the copy (e.g. words) you will use and the channels you will access.

You will also have what you need to begin the solution iteration process, where you begin to test the best product to help your customers solve their problems.

PROBLEM SYNTHESIS		
1 Customer Problem	2 Current Solutions	
3 Emotions	4 Channels	5 Deficiencies

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Grab your Problem Synthesis worksheet.

Recap