BUILDING A PROBLEM STATEMENT

Team: SAL core mission:

WHO	Who has the problem?
WHAT	What is the problem? *Describe this challenge — is it about resources, relationships, internal motivation, or something else?*
WHEN, WHERE	When and where does the problem occur
WHY	Why do you think this is important to solve

Lets build out the details of *WHO. Map it out on a large sheet of paper with the WHO you defined earlier placed in the center of the paper.*

1. *Who are the other people in this persons life connected to this challenge? Who are the supporting characters?*

2. What are their hurdles/conflicts (internal and with other characters)?

3. What is happening in this scene? What are the challenges in this scene? How do you characters in this scene interact when these challenges are happening?

4. What is working for the characters? Not everything is a challenge, somethings are good and helpful - what are those?

5. What are the characters driven by? What is their motivation and aspirations?