



TURNING A PROBLEM INTO A BUSINESS

In a general sense, all entrepreneurs are in one business: the business of solving problems. Unlike in Hollywood movies, a successful entrepreneur's journey rarely starts with an idea or a eureka moment, it begins with a problem. But how do you identify a problem that consumers have that's worth solving? To do this, we follow [Design Thinking Principles](#).

Design thinking is an iterative process in which one seeks to understand would-be clients, challenge assumptions, redefine problems and create innovative solutions which you can prototype and test before investing time, money and resources into something you don't know is going to work. The overall goal is to identify alternative strategies and solutions that are not immediately apparent.

LET'S GO OVER THE STEPS YOU NEED TO TAKE TO BE SUCCESSFUL.

1. In order to find a problem that is worth solving, you need to understand the market that you're trying to reach. Think about who might have a problem and write a brief description of your potential clients. Begin with familiar territory, like your field of work or study, the place you live, or how you spend your time. To start the process, it's best to explore both demographic and psychographic attributes and not JUST demographics. You can use [Hubspot's guide](#) to help you.
2. To discover pain points, simplify your search by focusing on three categories of daily human problems: functional, social, and emotional jobs. What specific, defined tasks are your customers trying to achieve? What emotional jobs are your customers trying to satisfy? How does your customer want to be perceived by others?
3. To gain a better understanding of potential clients, talk to at least ten of them who are dealing with those complications. To gain insight into what would-be clients need and want, as well as how they behave, feel, and think—and why, ask open-ended questions and DO NOT lead their thoughts. Remember, what you think is a problem might not really be a problem. So, good practice is to avoid the temptation to quickly define a problem and treat it as an assumption to be validated. Use the "Problem Validation Script" by [Board of Innovation](#).

- Once you glean information from your interview insights and observations it's time to create an empathy map, a collaborative visualization which articulates what we know about the hopes, wishes, fears, and obstacles of future clients.



- Put the outcomes of the empathy map to good use and define the challenge that you want to solve in the form of a "How Might We..." statement using the **Board of Innovation's** tool. Once problem discovery is complete, the next step is ideation: brainstorming feasible solutions. Like problem discovery, this is best done directly via consumer participation.

Are you ready to develop your design thinking skills? A YES Business Coach can help you every step of the way as you launch and grow your business. You got this!

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