

Project Deliverable B: **Need Identification and Problem Statement**

GNG 1103 – Engineering Design

Faculty of Engineering – University of Ottawa

Objective:

Empathize with your client and truly understand their problems, limitations, frustrations, desires, and needs. Translate their statements into a list of interpreted needs. Then, organize and prioritize their needs and formulate a problem statement. Reflect this information as a team to determine whether you are actually “solving the right problem”.

Instructions:

Teams will put together a briefing (2-page max) regarding their clients' needs. This will be based on their first meeting with the clients.

1. This briefing should contain many needs, which will be identified by empathizing with the clients. Feel free to speak to other potential clients related to the project on your own and to look at other similar products on the market. This will help strengthen your results.
2. It is important to take the time to convert what the client is saying and/or doing into properly interpreted need statements.
3. Once a list of needs has been identified, organize these needs into similar groups and prioritize them, justifying what you do as you go along.
4. Once you are confident that your team has identified all of your clients' needs, use them to formulate a problem statement, including all important aspects, while ensuring that it remains short, specific and sexy.
5. Remember to also benchmark *user perceptions* of similar products (i.e. user benchmarking) to make sure that you have a thorough understanding of the problem and related needs of the eventual and for other potential users.
 1. Remember: your client may not know or be able to put into words all the things that they want or need.
6. There may also be unknown information that needs to be clarified or defined (i.e. issues or questions that were not addressed in the initial client meeting). There may also be new issues or needs that are identified *after* that meeting too. These all need to be documented here and in the next deliverable, depending on when they are identified.

Submission:

Each team (***only one person from each team***) must submit a PDF copy of this deliverable by uploading the file as an attachment into BrightSpace.

Due Date: See BrightSpace.