

Worksheet: High Concept Problem Statement

High Concept

In as few words as possible (about 30-35) state the problem.

High Concept Benefit Statement

Explain the high level benefits as a bulleted list. No more than 5 entries.

- _____
- _____
- _____
- _____
- _____

Creating a High Concept can be surprisingly difficult. It should be as short and clear as possible.

One way to make the process easier, is to start by answering a set of questions that can help you focus on the core issues. The questions that follow may be helpful but, of course, they are general. If you have ideas about your specific problem, do not hesitate to add questions of your own.

What is happening that should not happen?

When does the problem occur?

What is not happening that should be?

What assumptions are we making?

What is working well and is not a problem?

Is this problem part of or reflective of a larger problem?

What is the risk that we are facing?

Can this problem be broken into two or more smaller problems?

Who is affected by the problem?

How would others (be specific) look at this problem?