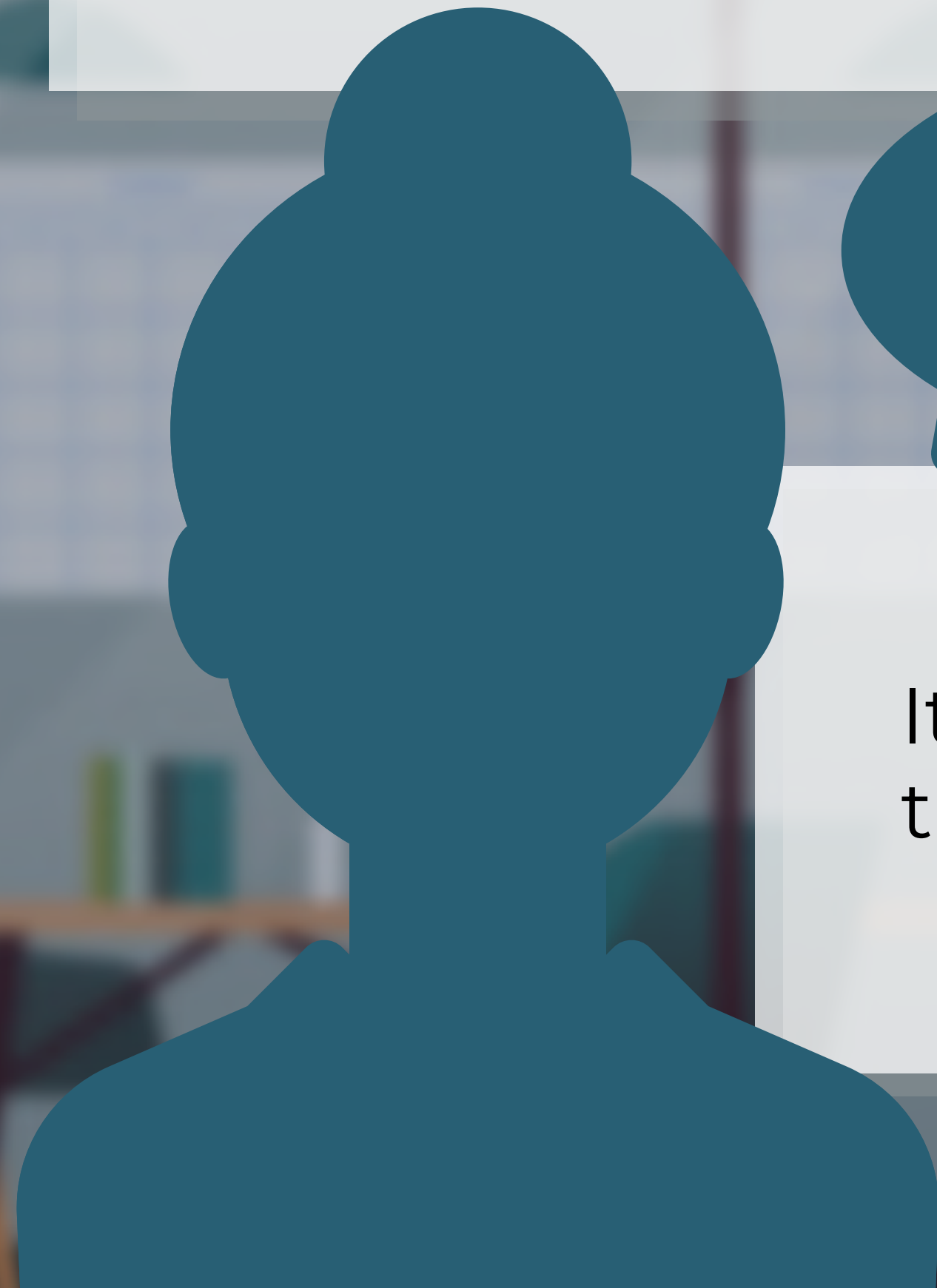


A problem statement is a short, clear description of an issue based on what you learned about a person's needs during the Empathize step.



It should be written in first person – the voice of the person who has the problem.



The point of writing a problem statement is to “boil down” all the information you learned into one sentence that describes the real problem your target audience has.



**How to write that?**

Original Insight: "Commuters like Lina face stress and punctuality issues due to overcrowded buses and unreliable schedules during peak hours."



Problem Statement (in first person, as Lina): "I experience daily stress and struggle with punctuality because the buses I rely on are consistently overcrowded, and their schedules are unpredictable, especially during peak hours. It's crucial for me to find a solution that ensures a more reliable and less stressful commuting experience."

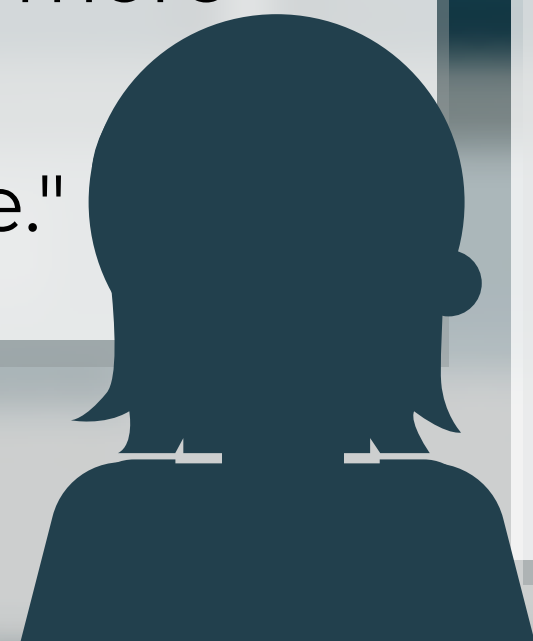
# Let's talk about a good problem solving elements.

It should be:

## Human-centered:

-(Lina's Perspective):

"I grapple with daily stress and punctuality issues due to overcrowded buses and unpredictable schedules, especially during peak hours. It's disheartening to endure this consistently, affecting my overall well-being. I need a solution that truly understands the challenges of my daily commute, providing relief from the stress and ensuring a more reliable and pleasant transportation experience."

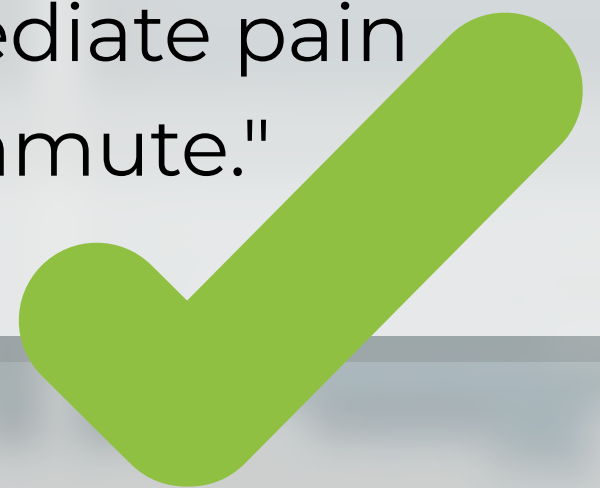


## Broad Enough for Creative Solutions:

"I am seeking innovative ways to enhance my daily commuting experience beyond the usual solutions. The challenge is not just about avoiding crowded buses or having a fixed schedule; it's a broader need for creative approaches that reimagine the entire transportation process. I want solutions that consider the entire journey and bring freshness to the way we approach public transportation challenges."

## Narrow Enough for Solvability:

"Specifically, I need assistance in optimizing my daily commute by having timely and accurate information on bus occupancy. The immediate focus is on overcoming the challenge of navigating overcrowded buses and unreliable schedules. While I understand the broader context of public transportation issues, the goal is to find a tailored solution that addresses these immediate pain points in my daily commute."



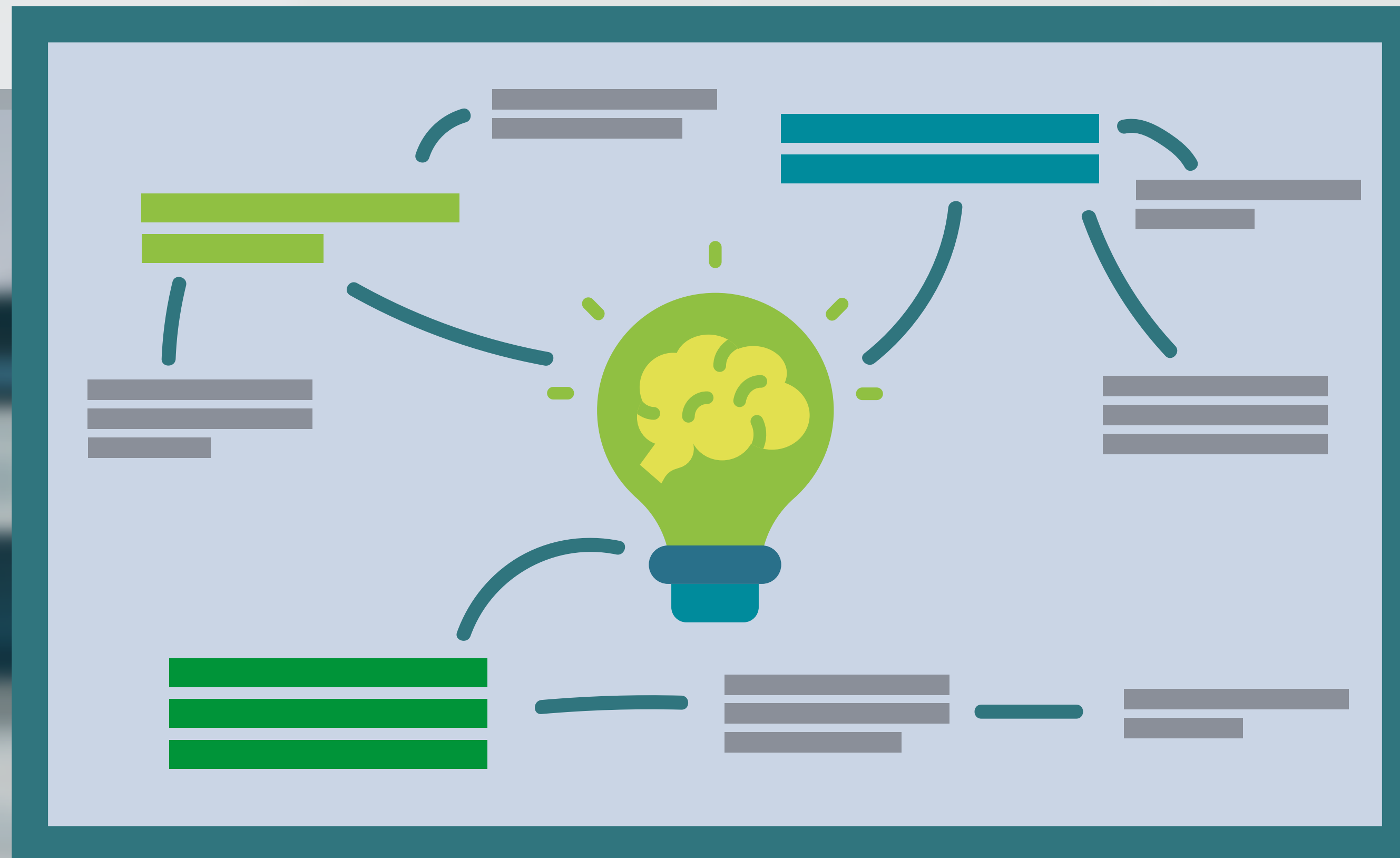
By engaging in divergent thinking and employing techniques such as Crazy 8s, where you divide a piece of paper into eight sections, then quickly write down or sketch out one idea or design for each section (1 minute per idea or design).



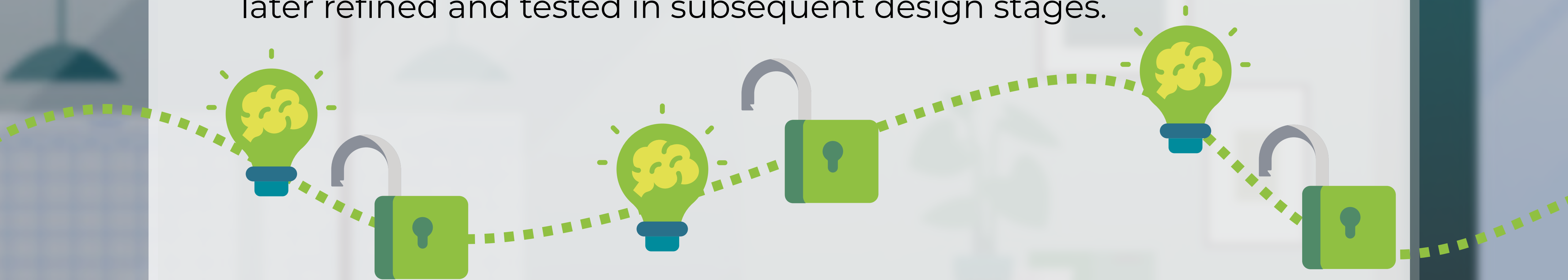
Mood Board where you make a photo collage (physically or digitally) that is a visual representation of similar design ideas, like a Pinterest board for example.



Mind Mapping where you start with a main topic or idea and connect other ideas to it. Each idea should be just a few words. Draw lines from one idea to the next to indicate how they are related.



This dynamic, collaborative environment promotes exploring possibilities without immediate judgment, fostering a free flow of creative ideas. It enables the team to unlock innovative solutions, later refined and tested in subsequent design stages.



Let's engage in a fast-paced brainstorming activity to generate ideas for improving the public transportation experience.



We'll use the Crazy 8s technique for rapid idea generation.  
Set a timer for 8 minutes and quickly sketch eight different ideas.  
Don't worry about perfection; the goal is to generate a variety of concepts.



**Ready, set, GO!**

## Smart Queue System

Implement a digital queue system at bus stops to notify commuters of bus arrivals in real-time, reducing crowding and wait times.



## **Community Carpooling App:**

Develop a community-driven carpooling app that connects commuters traveling in the same direction, promoting a shared and efficient transportation experience.



## **Flexible Bus Seating:**

Design buses with adjustable seating configurations to accommodate different passenger preferences, providing a more personalized and comfortable journey.



## **Green Spaces at Bus Stops:**

Create green spaces or mini-parks at bus stops to enhance the waiting experience, making it more enjoyable and environmentally friendly.



## **Interactive Commuter Feedback System:**

Install touchpoints on buses for real-time feedback, allowing commuters to share their experiences and suggest improvements.



## **Digital Navigation Assistance:**

Integrate a digital navigation system inside buses to help commuters plan their routes and seamlessly transfer between different modes of transportation.



## **Artistic Bus Wraps:**

Collaborate with local artists to design vibrant and engaging bus wraps that transform the exterior of buses, making the transportation experience more visually appealing.





## **Commuter Rewards Program:**

Implement a rewards program that incentivizes regular commuters with discounts, free rides, or other perks to foster loyalty and encourage sustainable transportation habits.



# Stop! Time's up.

This fast-paced ideation activity has generated a range of ideas to enhance the public transportation experience.

These concepts can now be further explored, refined, and evaluated for their feasibility and potential impact.