

# 4. Problem Definition

I want to clarify my priorities  
by focusing on key critical issues

What is the key issue you are  
trying to address and why is  
it important?

What is it a problem for?

What social/cultural factors  
shape this problem?

What evidence do you  
have that this is worth the  
investment?

Can you think of this  
problem in a different way?  
Can you reframe it?