

EXAMPLES OF GOOD AND BAD PROBLEM STATEMENTS

1. AI in the workplace

BAD: Small businesses need to adopt AI-powered chatbots to improve customer service and reduce costs. (Issue with this one - proposes solution, no user, no why)

GOOD: Customer service teams in small e-commerce businesses struggle to respond to routine customer enquiries within their target response time because information about orders is fragmented across multiple systems. This leads to delayed responses and lower customer satisfaction.

2. Higher education

BAD: University students struggle with their mental health and universities need to do more to support them. (Issue with this one: far too broad, not actionable, no specifics on problem)

GOOD: First-year postgraduate students who are new to the UK struggle to access university wellbeing support when experiencing early signs of distress because information is spread across multiple platforms and eligibility criteria are unclear. This delays help-seeking and increases the risk of problems escalating before support is received.

3. Healthcare

BAD: Patients miss too many hospital appointments, wasting NHS resources (Issue with this one: no info on the barriers, too focussed on the organisation)

GOOD: Patients managing multiple long-term conditions struggle to attend outpatient appointments because appointment notifications arrive late through the post and rescheduling often requires telephone contact during working hours. This contributes to missed appointments, delayed care and avoidable administrative workload.

4. Sustainability

BAD: Businesses generate too much waste and need to become more sustainable (Issue with this one: huge systemic issue, no clear starting point for intervention, not specific enough)

GOOD: Kitchen managers in restaurants struggle to accurately forecast ingredient requirements because purchasing decisions rely on historic ordering data rather than current demand patterns. This leads to avoidable food waste, higher operating costs and unnecessary carbon emissions.