Task 1: User Need Statement

Write your own User Need Statement, which is a sentence that summarizes the user of the product that you are developing, who needs your service, because the user has a need.

- **Formula**: (user name), who needs (user need), because (reason)
- **Examples:**
    - **Wolt:** University student (user), who needs food from Wolt (need), because they are studying late in the library (reason).
    - **Oura:** Athlete (user), who needs Oura's smart ring (need), because they want to track their sleep and well-being accurately (reason).
    - **Smartly.io:** Marketing manager (user), who needs Smartly.io's tools (need), because they want to automate and optimize social media advertising (reason).
    - **Solar Foods:** Vegetarian (user), who needs Solar Foods' protein products (need), because they want an ethical and environmentally friendly alternative to animal-based protein

Task 2: Assessment of the product's/service's necessity - is the product essential or just "nice to have"?

This exercise helps identify whether the product/service is something the customer absolutely needs or more of a nice addition. Complete the following exercises considering the user or target customer you selected in the previous exercises.

We examine whether the problem/deficiency/need to be solved is:

1. Unbearable
2. Urgent
3. Inevitable
4. Underserved

Answer the following questions while reflecting on the problem/need related to your own idea. Write your answers in the box below the questions.

1. Unbearability of the problem/need/deficiency

Ensures that solving the problem is central, as it causes significant harm to customers if not addressed.

1. What happens if nothing is done about the problem?
2. What is the root cause of the problem?
3. Are current solutions too expensive, inefficient, or impractical?
4. How significant are the losses or challenges related to this problem?
5. How much effort or cost does this problem cause customers?

2. Urgency of the problem/need/deficiency

Determines whether solving the problem is an important priority for customers.

1. Is solving this problem the customers' top priority?
2. How critical is it for businesses or individuals to solve this problem now?
3. What immediate benefits would solving the problem bring?
4. Is there an urgent timeline for solving the problem (e.g., seasonal demand, industry trends)?

3. Inevitability of the problem/need/deficiency

Confirms that the problem is recurring and cannot be avoided.

1. Is this a problem that everyone will encounter sooner or later?
2. Are there external factors (e.g., regulations, trends) that make this problem inevitable?
3. Would solving this problem ensure long-term relevance and competitiveness?
4. Are there changes in the market or legislation that increase the urgency of solving the problem?

4. The problem/need/deficiency solution is underserved

Demonstrates whether current solutions are inadequate and whether there is a clear need in the market for a better alternative.

1. What existing products or alternatives solve this problem currently?
2. Are current solutions insufficient or do they not meet customer needs?
3. Is there a clear gap in the market that a better solution could fill?
4. How dissatisfied are customers with current solutions?
5. What unique advantages can the solution offer to the underserved customer segment?