1. **FINDINGS** 2. DEFINITION 3. IDEATION 4. SELECTION 5. PROTOTYPE

PROBLEM DEFINITION

This slide helps the whole team to be aligned regarding the scope of the innovation project.

(1)

Clearly detail the selected problem or the opportunity.

Description of the initial problem or opportunity.	*Relevance of addressing the problem or opportunity.*
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(2)

Clearly explain why this problem or opportunity is relevant both for the organization and the users.