

# Problem sizing

Team  

**1 Problem**  
Which problem or pain did you discover?

Describe the user's problem or pain point



**2 User segment (# users)**

- > Does this problem affect all the users in your market or is it specific to a certain user segment/profile?
- > How many people are there in that group?

**3 Frequency (# times/user)**

- > How often does the pain or problem occur during the bigger activity?
- > How often does the user do that activity on a yearly basis?
- > So how often is this pain felt in a year?

**4 Severity (\$/time)**

- > How much \$ is the user already spending on trying to solve, reduce or avoid this problem?
- > How much \$ is solving this problem worth to the user?

X

X

= Annual problem size

**5 Evolution: Boosters**

- > Look at the Political, Economical, Socio Demographic, Technological, Environmental and Legal trends (PESTEL) from your market scan.
- > What trends will boost the problem size?
- > What is the growth rate of these boosting trends?

**6**

- > Look at the Political, Economical, Socio Demographic, Technological, Environmental and Legal trends (PESTEL) from your market scan.
- > What trends will decrease the problem size?
- > What is the growth rate of these setback trends?

