

Need Statement Guide:



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Introduction to Need Statements

Need Statements are the cornerstone of the EBN Process. Your initial crafting of a Need Statement is the starting point, which evolves as more in-depth research is conducted. By the time you reach your final Need Statement in Stage 3, each word is carefully articulated, supported by data and verified by key stakeholders.

1. What is a Need Statement

A Need Statement is a formula that outlines a problem that people have with the current solutions they use to get a job done and what an ideal outcome would be from their perspective (e.g. increased efficiency, more effective, greater satisfaction, faster, safer, etc.). A defining feature of a Need Statement is that it does not specify a solution. The value of the Need Statement is that it makes you carefully and precisely consider your understanding of the three components of the need before moving on to explore solutions.

Consistency in the approach to drafting your Need Statements is important as it allows you to compare them against each other at the assessment stages.

The formula for a Need Statement is:

A way to address [Problem x] for [Population Y] to achieve [Outcome Z].

In other words:

- The problem: What change is required? Usually, this is a challenge that currently isn't being adequately addressed.
- The population: Who is most affected? Most often this is end users, but another stakeholder could be the most negatively affected by the problem.
- The outcome: How will you measure how good your solution is? Which outcome would a key decision-maker in your need area value most from a new solution?

2. ISO Alignment

'Exploiting Insights' is one of the eight Principles of Innovation Management (ISO 56002). Identifying, understanding and addressing customer needs is crucial for developing innovative products and services that provide real value. This is the premises on which EBNLab is built. By clearly understanding and articulating a problem, its root cause, the population affected and the ideal outcome, it opens up the possibilities around how the need could be addressed, ranging from incremental improvements to disruptive solutions.

3. How to add Need Statements

In [Stage 1: Discover](#), there are three options provided to add your Need Statements:

- a) **Craft your Problem, Population and Outcome.** This is aimed at training people to craft a Need Statement. It is a three-step guided process to creating your Need Statement.
- b) **Draft your Need Statement.** This is aimed at more experienced users. It is designed to quickly capture your Need Statement in a single step.
- c) **Generate multiple Need Statements.** This is a quick and simple way to generate multiple Need Statements in one go.

As part of the development of your Need Statements, you will be asked:

- 8 questions to calculate your [Confidence Score](#)
- to [add evidence](#) relating to the Need Statement in question.

The Formula of a Need Statement

What is the problem?

Who cares most about the problem?

What outcome is most important to them?



- Do you know the root cause of the problem?
 - What change is required?
- Usually this is a problem that currently isn't being adequately addressed.

- Who cares most about this problem?
 - Who is the most affected?
- Most often this is the users, but also consider other key stakeholders such as the provider / supplier and payee.

- How will you measure how good your solution is?
- The point here is to select which outcome the key decision-makers in your need area would value most from a new solution.