

User Guide: How to Draft Need Statements



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How to Draft Need Statements

Introduction

There are three options provided to add your Need Statements:

1. 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.
2. Draft your Need Statement. This is aimed at more experienced users. It is designed to quickly capture your Need Statement in a single step.
3. 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.

Add Needs Statements

Please select from the following options to capture your Need Statements

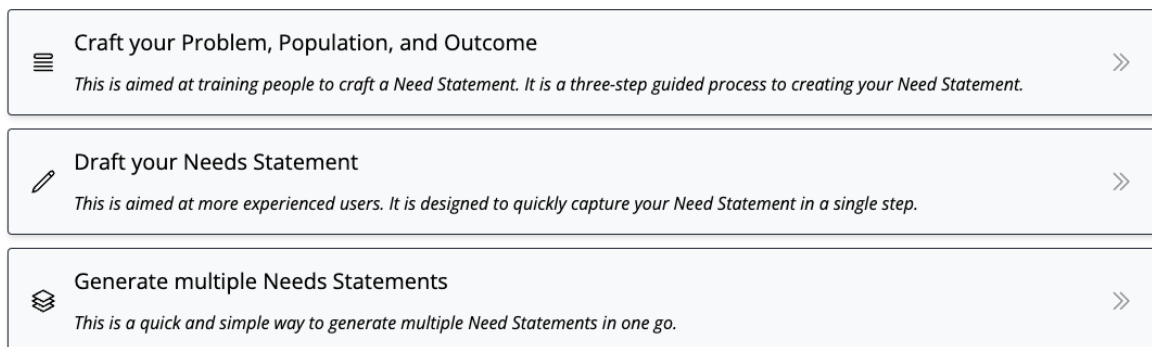


Figure 1: Three options in EBNLab for methods to add a Need Statement which can be accessed through the “Add Need Statement” option in Stage 1 of the Main Navigation Panel.

Crafting your Problem, Population and Outcome.

If you select this method of adding a Need Statement using the button as shown above, you will be presented with a series of screens as illustrated below.

The screens are designed to prompt you to add the information for each element of the Need Statement; the Problem, the Population and the Outcome, with additional information which will become useful in the development and definition stages of the EBN Process.

As you progress through this process of crafting a Need Statement if important elements have been left out, the system, will prompt you to add the information as shown in the righthand side of the screen shown below.

The screenshot shows the EBNLab interface for 'Aviation Innovation Consultants LLP > Schiphol Airside Passenger Experience > Stage 1 dashboard'. At the top, there is a navigation bar with 'EBNLab', 'Account', and 'Sign out'. Below the navigation bar, a breadcrumb trail is visible. A light blue box contains a lightbulb icon and the text: 'A needs statement consists of a problem, a population and an outcome with evidence to support it'. A 'Learn more' link is on the right. The main section is titled 'What is the problem?' with an 'Autosave on' toggle. It contains three input fields: 'What is the problem or issue?', 'A way to address...', and 'What is causing the problem?'. Below these is an 'Evidence' section with a light blue box titled 'Adding evidence' containing the text: 'Add sources of research that help inform or support your Need Statement(s). This may include research reports, personal experience, wh...'. A '+ Read more' link is below. At the bottom, there is an 'Add more evidence' button and a 'Next step' button.

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Draft your Need Statement

For more experienced users who are familiar with the concept of a Need Statement, Using the middle option as shown at the top of this page, you can **Draft your Need Statement** directly, and on the same page you can add scoring information to the Need Statement. Like elsewhere in the EBNLab process, you can also add evidence to the Need Statement.

N.B. When you are Drafting a Need Statement, you are able to 'Tag' the need Statement with subject and concept tags which make it easier to organise and compare Need Statements relating to the same concepts or subject matters.

The screenshot displays the EBNLab 'Draft your Needs Statement' interface. At the top left, the EBNLab logo is visible, along with 'Account' and 'Sign out' links. The user's current session is identified as 'Aviation Innovation Consultants LLP > Schiphol Airside Passenger Experience > Stage 1 dashboard'. The main heading is 'Draft your Needs Statement' with an 'Autosave on' toggle. Below this, the 'Needs Statement #270' is shown, structured as 'Problem - Population - Outcome'. A prompt asks the user to 'Draft your Needs Statement using the following Problem, Population, Outcome structure.' The form includes three input fields: 'A way to address' (with a placeholder '[* what is the problem?]', 'for' (with a placeholder '[* population segment affected?]', and 'to achieve' (with a placeholder '[* what is an ideal outcome?]').

The 'Problem confidence' section contains three questions with 7-point scales:

- 1. How important is it that this problem is addressed? (Scale: Not important to Very important)
- 2. How serious are the consequences relating to this problem? (Scale: No impact to It has severe impacts)
- 3. How often does this problem happen? (Scale: Infrequently to Frequently)

The 'Population confidence' section contains two questions with 7-point scales:

- 1. What impact does the problem have on the selected population? (Scale: No impact to Severely impacts)
- 2. How large is the current market in size (volume)? (Scale: Small market size to Large market size)

The right-hand side of the interface features a 'Population confidence' section with three questions and 7-point scales:

- 1. What impact does the problem have on the selected population? (Scale: No impact to Severely impacts)
- 2. How large is the current market in size (volume)? (Scale: Small market size to Large market size)
- 3. How high is the current economic value? (Scale: Low value to High value)

Below this is the 'Outcome confidence' section with two questions and 7-point scales:

- 1. How satisfied is this population segment with current solutions? (Scale: Very dissatisfied to Very satisfied)
- 2. How important is achieving this outcome to this population segment? (Scale: Not very important to Very important)

The 'Tags' section includes a search icon and a list of tags: Decarbonisation, Transit, Amenities, Delays, sustainability, Customer Experience, economic impact, Commercial/Retail, AI autonomous systems, Accessibility, Security, Efficiency, Communication, and '+ Add more tags'.

The 'Evidence' section has a heading 'Capturing evidence' and a sub-heading 'Add sources of research that help inform or support your Need Statement(s). This may include research reports, personal experience, etc...' with a lightbulb icon and a '+ Read more' link. Below this is an 'Add more evidence' button.

At the bottom, there are two buttons: 'Save and review needs statements' and 'Save and add another needs statement'.

Generate Multiple Need Statements

Once you have started to gather and record multiple problems, populations and outcomes, it can be useful to consider all the known populations, problems and outcomes to identify Needs which have not yet been considered.

Alternatively, if you have large quantities of information on the system, it can be much faster to generate need statement using the Generate Multiple Need Statements option as shown below by selecting the third option shown at the top of this page.

The figure below shows the screen which allows you to Generate Multiple Needs. By clicking on the coloured arrow box adjacent a problem population and outcome, this will quickly draft a need statement comprising those elements.

N.B. If the Auto-save option is switched on, as soon as three elements of a Need Statement have been selected, that Need Statement will be generated. When using this option it can sometimes be easier to switch the Auto-save off, so that you can generate Multiple Need Statements before clicking the Orange Save Button which will record the newly generated Need Statements on the EBNLab Platform.

