ABSTRACTION LADDERING WORKSHEET

**INITIAL PROBLEM STATEMENT**

We need a better glucose meter.

**NEW PROBLEM STATEMENT**

In what ways might we...
help people manage their diabetes better and stay healthy?

**WHY?** In order to...
help people manage their diabetes better and stay healthy.

**NEW PROBLEM STATEMENT**

In what ways might we...
help people check their glucose more regularly?

**WHY?** In order to...
increase adherence to daily measurement protocols.

**NEW PROBLEM STATEMENT**

In what ways might we...
reduce the blood sample needed to provide a glucose measurement?

**WHY?** In order to...
reduce the blood sample needed to provide a glucose measurement?

**NEW PROBLEM STATEMENT**

In what ways might we...
improve the accuracy of the glucose meter?

**WHY?** In order to...
improve the accuracy of the glucose meter?

**NEW PROBLEM STATEMENT**

In what ways might we...
make our glucose meters easier to use?

**HOW?** By...
making the meters easier to use.

**NEW PROBLEM STATEMENT**

In what ways might we...
make our glucose meters more accurate?

**HOW ELSE?** By...
making the most accurate glucose meter on the market.

**NEW PROBLEM STATEMENT**

In what ways might we...
reduce the blood sample needed for glucose measurement?

**HOW?** By...
reducing the blood sample needed to produce an accurate reading.

**NEW PROBLEM STATEMENT**

In what ways might we...
improve the reliability of the glucose meter?

**HOW?** By...
improving the reliability of the glucose meter.

**NEW PROBLEM STATEMENT**

In what ways might we...
help people manage their diabetes better and stay healthy?

**WHY?** In order to...
sell more glucose strips.

**NEW PROBLEM STATEMENT**

In what ways might we...
increase unit sales?

**WHY ELSE?** In order to...
increase unit sales.

**NEW PROBLEM STATEMENT**

In what ways might we...
sell more glucose strips?

**WHY ELSE?** In order to...
sell more glucose strips.

**NEW PROBLEM STATEMENT**

In what ways might we...
help people manage their diabetes better and stay healthy?

**WHY?** In order to...
sell more glucose strips.

**NEW PROBLEM STATEMENT**

In what ways might we...
increase the unit sales of our glucose meters?

**WHY ELSE?** In order to...
increase unit sales.

**NEW PROBLEM STATEMENT**

In what ways might we...
help people manage their diabetes better and stay healthy?

**WHY?** In order to...
sell more glucose strips.

**NEW PROBLEM STATEMENT**

In what ways might we...
sell more glucose strips?

**WHY ELSE?** In order to...
sell more glucose strips.

**NEW PROBLEM STATEMENT**

In what ways might we...
help people manage their diabetes better and stay healthy?