

Needs statements

Turn what you learned into statements a team can design against. Keep them specific: one person, one need, one benefit — and note the evidence behind each.

PROJECT	DRAWN FROM	NEXT	TEAM / DATE
Rethinking admissions	Empathy map and journey map	Use these to judge every idea on the prioritisation grid	

THE FORMULA

[A specific person] needs a way to [do something] so that [they get a benefit].

1	<u>A working parent</u> needs a way to <u>understand the full cost of a place early</u> so that <u>she can shortlist without an awkward phone call.</u>	EVIDENCE Parent interviews; enquiry emails
2	<u>A parent on a school visit</u> needs a way to <u>see a teacher with her own child</u> so that <u>she can judge whether her daughter would be known.</u>	EVIDENCE Open-morning feedback
3	<u>A family waiting for a decision</u> needs a way to <u>know where their application stands</u> so that <u>silence doesn't read as rejection.</u>	EVIDENCE Calls to the office during marking
4	<u>An admissions officer</u> needs a way to <u>see every enquiry in one place</u> so that <u>no family falls through the gap.</u>	EVIDENCE Enquiry log review
5	<u>A class teacher</u> needs a way to <u>welcome a new family before term</u> so that <u>the first contact isn't an invoice.</u>	EVIDENCE Teacher workshop