

Step 3 - Tell the story

Write two or three paragraphs to tell the story of the problem.

How to tell a good story

Build on your problem statement by introducing more variables to tell a richer story.

Which variables? A good variable is a person, object or intangible that varies over the time period and contributes to your story.

Don't forget to **define** your variables.

How to name variables

Use noun or noun phrases and not verbs or verb phrases (ex. sales not selling).

Use neutral or positive names (ex. satisfaction not dissatisfaction).

Test your variable: for every variable (x) you should be able to say "the quantity of x", "the level of x", "the number of x" or "the size of x".

1

Step 3 - Tell the story 1/2

Write two or three paragraphs to tell the story of the problem.



Falling **revenues** and rising **living costs** lower a household's **net income** and make it difficult for tenants to remain in or move to **quality housing**.

Poor quality housing aggravates or creates **health problems** which further weaken their financial situation. Households may make **health care** and **heating cost** savings to remain solvent which aggravate health problems even more.

Health problems and poor quality housing may lead to **social exclusion** and behavioral problems that make it difficult to find higher **quality employment** and escape the poverty trap.

2



Step 3 - Tell the story 2/2

List and define the main variables.

Revenues: An household's monthly revenues in euros.

Living costs: A household's monthly living costs (ex. food, electricity, water, rent and clothing) in euros.

Net income: Revenues less living costs in euros per month.

Quality housing: Extent to which housing conforms or surpasses government guidelines on decent housing.

Health problems: Number of serious health issues per household per month.

Health care: A household's non-subsidized additional health care spending per month in euros.

Heating costs: A household's heating expenditure per month in euros.

Social exclusion: Level of access by a household to the resources, capabilities and rights of a social group.

Quality employment: Level of job conditions, working time arrangements, and benefits enjoyed by a household's main breadwinner.