

What Damages/Pains are caused by the problem?

- How does the problem affect the customer's life?
- What prices does the customer pay because of the problem?
- What does the problem prevent the customer from doing?
- What does the problem cause the customer to do?
- What impact does the problem has on the customer?

What's causing the problem?

Why #1

Why does the problem occur?
What's causing it?

Why #2

Why causes the 1st why?

Why #3

Why causes the 2nd why?
Dive deeper until you can no longer answer the next why...

Why #4

Why #5

Problem Definition

Based on everything discovered, what's the best way to describe the real problem (probably different from how the customer describes it, maybe even a different root cause...)

Symptoms

How can the problem be detected in the customer's life?
What possible indicators can you use to identify that the problem exist?

What If...

What would happen to the customer if the problem left untreated?
And what would change if the problem disappear from the customer's life?

Who is affected by the problem

1st Order

Spouse/Family
Colleagues
Friends
Etc.

2nd Order

Neighbors
Friends of Friends
Etc.

3rd Order

Community
Etc.

What benefits are derived from the problem?

- How does the problem benefit the customer's life?
- What prices does the customer avoid because of the problem?
- What does the problem enable the customer to do?
- What good does the problem cause the customer?
- What positive impact does the problem has on the customer?

What Damages/Pains are caused by the problem?

What's causing the problem?

Problem Definition

Why #1

Why #2

Why #3

Why #4

Why #5

Symptoms

What If...

1st Order

2nd Order

3rd Order

Who is affected by the problem

What benefits are derived from the problem?

What Damages/Pains are caused by the problem?

What's causing the problem?

Problem Definition

Why #1

Why #2

Why #3

Why #4

Why #5

Symptoms

What If...

1st Order

2nd Order

3rd Order

Who is affected by the problem

What benefits are derived from the problem?