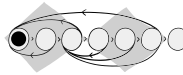


Project:
Team:
Version & Date:

ASK 5x WHY



Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1



Quick guide: With the 5x Why questions a problem can be understood in depth and not only scratched on the surface. The principle is very simple: You ask, for example, like a toddler, again and again "Why". Repeated questions help to identify hidden problems that would not emerge from a one-off questioning.

More tips & tricks for this template on book page: 71

Why is the problem a problem?

1

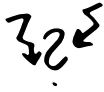
e.g. problem description



2

e.g. direct impact

Why?



3

e.g. cause - effect

Why?



4

e.g. organizational hurdles

Why?



5

e.g. system hurdles

Why?

