THE WHO, WHAT, WHERE, WHEN, WHY AND HOW QUESTION MODEL

DESCRIPTION

The who, what, where, when, why and how model helps you analyze and better understand the situation and the underlying context.

WHEN TO USE

Use this question model throughout the beginning of the building or redesign of a product, service, or program:

- when trying to understand and frame the problem
- during data synthesis to fill in remaining gaps or unknowns

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PAIRS WELL WITH

- Journey Mapping: Visualizing the User's Journey (DDN2-J04)
- How to Compose a Point-of-View Problem Statement (DDN2-J06)

PURPOSE

This question model can be used to:
- get a clear view of the current state of the situation
- map critical pain points
- produce ways of taking action that will solve the problem

DESIRED OUTCOME

A more thorough analysis of the situation and the underlying context leads to the development of a point-of-view problem statement.

HOW TO USE

1. State the visible problem.
2. Analyze the visible problem, asking yourself the following questions:
   - **Who** interferes with or influences the process in the situation at hand?
   - **What** elements compose the situation?
   - **Where** does it happen?
   - **When** does this occur?
   - **Why** does this happen?
   - **How** is the situation created?
3. Use the template to summarize your answers.

Who?
Users, stakeholders, suppliers, clients, etc.

What?
Actions, behaviours, elements, tools , etc.

How?
Processes, metrics, results, etc.

PROBLEM

Why?
Causes, constraints, needs, motivatrions, etc.

Where?
Geographically, culturally, socially, economically, etc.

When?
Past, present, future, situational, context, frequency, etc.

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