




What's-our-problem worksheet

? Problem-defining questions

 Your team's answers

What's the one-sentence summary of what happened/is happening?

Ex: Our site crashed unexpectedly.

What does your problem look like? What are the details?

Ex: Customers reported the problem, and weren't able to access or buy our products—our team had to work over the weekend to get it back up.

Do we have concrete "data" (rooted in concrete behaviors and facts—not just feelings) that it's a real problem? If so, what?

Ex: We lost \$XM in revenue. The problem has been happening more frequently—3x over the past 6 months. Our customer satisfaction scores are down by X%. Our search engine ranking is reduced by X%.
