

WHY DOWN WORKSHEET

1. Write down a specific requirement or feature request.
2. Ask 'Why?' and write down your answer.
3. Repeat asking 'Why?' until you reach a problem statement that contains no solution, only the underlying issue.

Requirement / Request

Write down the specific requirement or feature request here.

Example: 'Can you add a notification when the cart is abandoned?'

Remember you might ask:

What is the problem we're trying to solve?

What is the goal we're trying to achieve?

What is the obstacle we're trying to overcome?

First Why?

Example: 'To remind users to complete their purchase.'

Second Why?

Keep asking why until the answer doesn't contain a software solution.

Third Why?

Does the answer represent the underlying problem?

Use the back of the paper to keep writing "why" answers down if needed...

Tips

1. Stay focused on the goal rather than specific tools or solutions.
2. Use this process for multiple feature requests to reveal common underlying issues.
3. Review your final answers with team members to validate the identified problems.