

5W2H

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Why?

Why is it important to solve this problem? Why is it important to improve this process? Formulate in terms of expected benefits

A high proportion of defective values (five-day increase rate of trading volume less than 0.83%) can result in financial products of our company at higher prices; furthermore, investors would earn less and customer companies looking for finance would spend more money. Solving this problem can benefit the investors and customer companies.

Who?

Who is involved in the process? Who is affected by the problem? Who is interested in solving the problem?

Individual investors and customer companies are involved in this process. Low five-day increase rate would cause individual investors to earn less and the companies would spend more money.

Where?

Where is the problem located? In which processes do the problems occur?

This problem is located in the process of operation and in the financial market.

When?

When did or does the problem happen? How often did or does the problem happen? When did the problem start?

The opportunity has been exist since November of 2015 and is detected by the Operation Executive Officer (OEO) of the company. This kind of issues happened when the strategies are no longer appropriate for the financial market.

What?

What is the defect? What activities, parts and procedures are involved? What happens, when the problems occur?

Any five-day increase rate less than 0.83% is regarded as a defective value, which can result in financial products at higher prices, therefore individual investors would earn less money and customer companies looking for finance would spend more money. Furthermore, it might lead to a reduction in benefit of the internet finance company.

How?

How do you know it is a problem? How was the problem identified? How often does it happen?

Operation Executive Officer (OEO) detected this is a problem and assigned tasks to our team. It is a problem for that it can lead to low increase rate of the trading volume. It is defined as no effective reaction or response to the fluctuation of the finance market. The problem happening follows the periods of the strategies and the fluctuation of the financial market.

How many?

How many defects/units/people? How much money was spent? Do these numbers change or do they stay the same?

Only one defect but related all individual investors and all customer companies in this project. The number of investors and companies vary based on the significance of the defect. As the company is an internet finance company, the money spent is a kind of strategy and in high frequency.