Module 1 Problem Framing

*Scenario:* A small tech startup, QuickTech, has been experiencing a decline in its monthly active users for the past six months. The company's leadership team is concerned and wants to identify the root cause of the issue. They initially framed the problem as: "Why are we not attracting enough new users?"

Additional Information:

* QuickTech's main product is a mobile app that offers on-demand technical support for various gadgets, including smartphones, laptops, and smart home devices.
* Over the past six months, customer support has received increasing complaints about long wait times for assistance, especially during peak hours.
* A recent marketing campaign targeting new users resulted in a temporary increase in downloads. Still, user engagement dropped soon after, suggesting that users may not find the app valuable enough to continue using.
* Some users have reported experiencing technical issues with the app's functionality, particularly with video calls and screen-sharing features.
* The app's user interface has received mixed reviews, with some users praising its simplicity and others finding it outdated compared to similar apps on the market.
* Several new competitors have entered the market, offering similar services at lower prices and with additional features like 24/7 support and multi-device compatibility.
* Recent employee surveys suggest that customer support representatives might feel overwhelmed and under-resourced, contributing to longer wait times and decreased customer satisfaction.

Your task is to use the five-whys method to re-frame the problem the company should be solving. Using the information provided, ask five why questions and answer them using the details. What new question could help QuickTech to solve its customer retention problem?

*Objectives:*

* **Apply the Five Whys Method to analyze a real business issue and identify its root cause.**
* **Re-evaluate and reframe the problem based on the analysis, focusing on the underlying cause.**
* **Consider various factors contributing to the issue and evaluate their relationships.**
* Use provided data points to support analysis and decision-making.
* Propose a new perspective to help the company improve customer retention.
* Effectively articulate analysis and recommendations.

*Skills:*

1. Critical Thinking
2. Problem-Solving
3. Data-driven decision-making
4. Communication
5. Analytical Skills
6. Root cause analysis
7. Problem framing

*Assignment Steps:*

Using the five whys method of stepping through answers to each question, start with the initial question posed by the leadership team.

Write down each question and answer as you step through the process.

Think of a way to visualize the process to convince the leadership team of your newly framed problem.

Create a visual presentation (PowerPoint, Google Slides, or another of your choice) with the following slides:

1. Title page (title, name, date, class number, professor name)
2. Explain root cause analysis and the importance of framing a problem to improve decision-making. You should provide at least one example of how these techniques helped solve a problem.
3. Create a visualization of the five whys process you completed (you can use one of the visualizations provided in the Root Cause Analysis Templates or create your own). Start with the company’s original question and step through until you get to a newly restated question to solve the problem.
4. Recommend at least two ways the company could use data analytics to solve the new problem you framed.
5. APA Reference page (must include at least one reference to the example you provided).

Consult the following resource for Best Practices for PowerPoint presentations. Be sure to adhere to these best practices when creating your presentation: [https://alum.mit.edu/best-practices-powerpoint-presentations](https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Falum.mit.edu%2Fbest-practices-powerpoint-presentations&data=04%7C01%7CKate.Goldberg%40umgc.edu%7C9224c94044d8413ce89a08d9954c4630%7C704ce3d6a4bf4e098516d52840c9f7a9%7C0%7C0%7C637704977094774096%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=3wKpzV6zzl0Vi3Bd3tGP8lzuHisZSHZg30uimP62TSs%3D&reserved=0)

Record a video presentation to the QuickTech leadership team with your new question to help them solve the root cause of customer retention. You can use any presentation recording tool of your choice. You are not graded on your speaking. However, you need to ensure that you have covered the criteria in the rubric.

**Deliverables:**

1. Either a link to your video OR the MP4 recording of your presentation.
2. Your presentation itself so your faculty member can review it.