

**WHAT?**

What impact does your problem have on each of these groups and people?  
What are the boundaries of this problem? Do they vary from one group to another?

**WHERE?**

Where does your problem occur?  
Can you group these locations / places according to common characteristics?

**WHO?**

Who is affected by your problem?  
Can you identify common traits that can help you create groups of people?

**WHEN?**

When does your problem occur? When does it need to be solved?  
Is it time-bound?

**WHY?**

Why on earth is it important to solve your problem?  
Why should anyone care about it? Why does it matter?

**HOW?**

How are you going to know you've solved the problem? How are you going to measure success?