

Department for Work and Pensions

# Framing the problem

## **1 Why are we doing this work?**

What is our motivation for building this service?

## **2 Who are our users?**

Who do we think would need to use this service?

## **3 What outcome will users get from this service?**

What problem will it solve for people?

## **4 What outcomes are we looking for?**

What problem will it solve for our organisation?

## **5 What are our key metrics?**

What do we need to measure against these outcomes?