

5 W + 2 H

Effectively interpret or describe a problem or idea to understand it from different perspectives.

WHEN

should it
be finished?

WHY

does it have to be done?

HOW MUCH

budget do we have?

WHAT

has to be done?

WHERE

should it
be done?

HOW

should we do it?

WHO

will do it?

HOW TO

This definition technique can be used in a lot of scenarios: to define a **project, task, incident**, etc.

Each question should have a **factual answer** and should never be answered with a meaningless "yes" or "no".

EXAMPLE: DEFINE A PROJECT



WHAT: The first and most fundamental question. Define the basics and the scope of it.



WHY: Give it a purpose, expose the benefits of doing it.



WHEN: It's very important to give the subject an estimated delivering time.



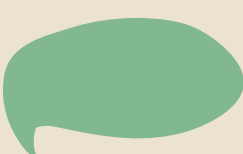
WHERE: Where should it be done and delivered.



WHO: Who are the stakeholders, team, customer, sponsor involved.



HOW: First contact with the sequence of activities that lead to finish it.



HOW MUCH: The budget and resources to do it.

***THERE IS ANOTHER CARD
WITH MORE EXAMPLES !***