

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 our organisation?

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?