

# 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?