

**WHAT**

Describe the case in a few sentences.

**ACTUAL SITUATION**

Is there an existing model? Or some approximate rules?  
Is the data already used for a prediction?  
Does the company has experience with machine learning?  
How should the model be integrated in the current process?  
Which decisions will be made subsequently with the output?  
...

**TARGET SITUATION**

How should the target situation look like?  
What is the goal for the project?  
...

**INPUT**

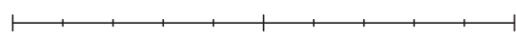
Which data is necessary to produce the expected output?  
Is labelled data available?  
Is access to the data possible without restriction?  
Is the available data structured?  
...

**OUTPUT**

What is the purpose of the model output?  
Which kind of output is expected? Classification? Regression?  
Is it important that the model can be interpreted?  
...

VALUE

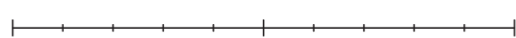
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LIKELIHOOD OF SUCCESS

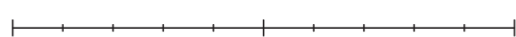
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EASE OF IMPLEMENTATION

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