The 5 W’s of Problem Definition

*The Ferry Problem*

Who is affected?

- Residents of Hamburg who rely on the ferry as a mode of transportation within the city

- Tourists visiting Hamburg who are interested in using the ferry for sightseeing or exploring the city

- Individuals who cannot afford or are not permitted to use personal transportation options, such as owning a car

What is the problem?

- unreliable information regarding the ferry's schedule, routes, and operational status

- lack of accurate updates or changes to the ferry timetable can lead to confusion and inconvenience for passengers

When is it a problem?

- whenever the ferry is not operating as expected or when there are changes to its regular schedule

- during peak travel times or when individuals have time-sensitive plans

Why does it matter?

- People want to use the ferry as a convenient and affordable mode of transportation, but the uncertainty surrounding its operation hinders their ability to plan their trips

- Reliable information about the ferry connection is crucial for individuals who rely on it for their daily commute or have limited transportation options

Where does it happen?

- within the inner city of Hamburg