

Problem statement

This is to help everyone understand the complexity of the problem while entirely leaving out the solution.

Team name

Context

When does the problem occur?

Values

What is the root cause of the problem?

Values

What do customers do now to fix the problems?

Context

When does the problem occur?

Emotional impact

How does the costumer feel?

Quantifiable impact

What is the measurable impact (include units)?

Alternative shortcomings

What are the disadvantages of the alternatives?