**1H5W - Template**

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| **1. ‘What’ questions are asked about the idea or topic under consideration.**  **These can include: What is it about?; What is its impact?; What risks are involved?; or What opportunities does it enable?** |
| Click or tap here to enter text. |

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| **2. ‘Who’ questions are asked about the idea or topic under consideration.**  **These can include: Who will benefit?; Who will undertake any actions required?; Who will experience any negative implications?; or Who will pay?** |
| Click or tap here to enter text. |

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| **3. ‘Where’ questions are asked about the idea or topic under consideration.**  **These can include: Where will the product or service be sold?; Where will the product or service be used?; Where will the product be produced?; or Where do customers come from?** |
| Click or tap here to enter text. |

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| **4. ‘When’ questions are asked about the idea or topic under consideration.**  **These can include: When will the focal idea be introduced?; When is an expected change in the market going to occur?; or When will the required technology be available?** |
| Click or tap here to enter text. |

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| **5. ‘Why’ questions are asked about the idea or topic under consideration.**  **These can include: Why do certain customer behaviours happen?; Why are certain trends occurring; or Why do certain problems have the impact that they do?** |
| Click or tap here to enter text. |

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| **6. ‘How’ questions are asked about the idea or topic under consideration.**  **These can include: How did it work in the past?; How can risk be mitigated?; How can changes be implemented with the least inconvenience to customers?; How can its quality be improved?; or How would process changes impact other stakeholders i.e. suppliers?** |
| Click or tap here to enter text. |