

Problem or opportunity

What problem or opportunity are you focusing on today?

Needs

What does your customer need?
What are they trying to achieve?
What challenges do they have? Why?

Outcomes

What insights have you learned about the situation including people's feelings, motivations and values? Why are these important? What are you trying to achieve?

Mix and match needs and outcomes to create a focusing question for your situation

How might we...

So that...

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.....
.....

Your chosen focusing question is

HOW MIGHT WE...SO THAT...