



5W1H

DESCRIBE ALL THE ELEMENTS OF YOUR IDEA  
THROUGH THE 5W'S & 1H

WHY DO WE WANT TO OFFER  
WHAT TO WHO WHEN WHERE  
IN WHICH WAY?

Who?

Who is involved in your challenge? Who has to do it? Who is it for?  
Who will decide? Who...

What?

What do you want to accomplish with your solution? What do other  
stakeholders want? What is the context? What...

Challenge

Write down your initial challenge

When?

When do you want things to happen? When will  
you start? When will you finish?  
When does the problem occur? When...

Why?

Why does the challenge need a good solution?  
Why is it important to do this now?  
Why are you involved in this challenge? Why...

## Where?

Where do you want things to happen? Where ...



## How?

How do you want to start this challenge? How will it work? How...

