

Business Challenge Framing

Company: _____

Date: _____

What is the business challenge?	What we know: context and situation	Who is the customer
 What problem does the team need to solve?	 Why is this important, and why now? <i>Strategic alignment to the organisation's priorities + what changed to make it urgent.</i>	 Users and customers impacted by the problem
 What will be the ideal situation if the problem was solved?		 The ONE who feels the pain most acutely <i>Your primary customer for the interviews.</i>
	 What has been tried before?	
 Which single metric proves the problem is solved? <i>AARRR: Acquisition, Activation, Retention, Revenue, Referral - name one or two.</i>		 What is the customer trying to get done? <i>The result the customer is after - their goal, not a product or feature.</i>