

# NEEDS ASSESSMENT

Team:

## 1 Assumed Challenge/Problem/Hypothesis

Keep in mind: The challenge does not dictate solution. The challenge is narrow enough to enable more depth than breath during the next stages. Be specific!

Action: 'How Might We' Statement

## 2 Why?

Action: Upstream Exploration

Why is this a challenge/problem?  
How did you come up with this challenge?  
Why is this challenge important for the team?  
What are the strategic ambitions behind this?

## 3 Questions

Action: Make Discussion Guide

What are some questions we want to address?  
Are there unknowns to know more about?

## 4 Who Is It For?

Action: Create Persona

Who do you want to create value for?  
Are there existing personas?

## 5 Current Situation

Action: Explore Journey Map

Action: Barrier Identification

What is the underlying scenario that lead us to do this project?

## 6 Goals & Success

What do we want to achieve with this project?  
What would be a successful outcome for us?

## 7 Related Initiatives

Are there any projects which recently explored similar challenges? Is there any research or reports done which could help us out?  
What do we already know that can guide us to better understand the challenge? Who should we speak with for insights, expertise, and experience that are valuable for our challenge?

### How to use this tool:

Use this tool early in your journey. Lay out all of your assumptions that need to be validated and challenged.

This tool is best used with:

**HMW Statement - Persona - Barrier Identification - Journey Map - Discussion Guide**