Find the problem worth solving.

Use concrete examples from your customers. Keep assumptions visible.

01 **Who needs this product?**

Name one primary user, their situation, and the buyer or sponsor.

02 **What gets in their way today?**

Describe the task, the current workaround, and the cost of the problem.

03 **What evidence supports the problem?**

Record interviews, observed tasks, support requests, or other sources.

04 **What would a useful result look like?**

Choose an observable outcome and a baseline. Avoid a target without evidence.

05 **What should we learn before building?**

List the riskiest assumption, a test, an owner, and the decision it supports.

Test one complete workflow.

Use sample information and representative users. Observe before explaining.

01 **Define the task.**

What should the participant achieve? Give context without revealing the steps.

02 **Write the acceptance check.**

Example: the request saves, confirmation appears, and it remains after refresh.

03 **Record what you observed.**

Did the user finish? Where did they pause, recover, or ask for help?

04 **Separate findings from assumptions.**

Record the observed behavior, your interpretation, and what needs another test.

05 **Decide what changes next.**

Choose the change, owner, success check, and first-release or later assignment.

Prepare a release you can review.

Agree the scope, responsibilities, quality checks, and handover before delivery.

- [ ] **Customer**
  Primary user and problem are supported by evidence.
- [ ] **Success**
  One observable outcome has an owner and a baseline.
- [ ] **Scope**
  The first release and deferred workflows are separated.
- [ ] **Acceptance**
  Every included workflow has a testable acceptance criterion.
- [ ] **Data**
  Sources, permissions, sensitivity, and migration are reviewed.
- [ ] **Dependencies**
  Integrations, access, owners, and failure recovery are known.
- [ ] **Budget**
  Build, operating costs, and contingency are listed separately.
- [ ] **Quality**
  Accessibility, security, and reliability checks are agreed.
- [ ] **Review**
  Reviewers, evidence, and the decision cadence are named.
- [ ] **Handover**
  Source, access, environments, and operating ownership are agreed.

Open decisions, owner, and next review date