

Assumption Storming Categories Question Bank

Who, what, where, when, why, how, how much - exploration to support surfacing a comprehensive set of #2's (limitations, constraints, and assumptions) that prevent us from achieving our #1 (goal or ideal solution to a problem) right NOW.

Categories the facilitator uses with 2-3 Subject Matter Experts to elicit #2's in Provocation (planning DI Ideation sessions)

- I. **WHO are all the players, stakeholders, and gatekeepers we might consider that influence our ability to achieve our goal or solve our problem?**
- II. **WHO does NOT matter in the achievement of our goal or solving our problem?**
- III. **WHAT does it do? WHAT does it NOT do?**
- IV. **WHERE are all the places the problem surfaces or that our goal is difficult to achieve, and their characteristics? WHERE is the location for the ideal operating conditions (there is NO problem)?**
- V. **WHY is this an important goal to achieve or problem to solve? (What will happen if we do NOT address/solve this problem?)**
- VI. **HOW do we know that the problem exists or the goal is difficult to achieve?**
- VII. **HOW MUCH money/revenues do we believe we can save or make by solving our problem or achieving our goal?**

WHO are all the players, stakeholders, and gatekeepers we might consider that influence our ability to achieve our goal or solve our problem?

WHO does NOT matter in the achievement of our goal or solving our problem?

- ✓ user groups/ profiles/ characteristics
- ✓ customers
- ✓ organizations
- ✓ market considerations
- ✓ distribution channels
- ✓ shippers
- ✓ suppliers
- ✓ vendors
- ✓ partners
- ✓ Social groups/tribes
- ✓ Political persuasions
- ✓ Ethnicities
- ✓ Religious affiliations/organizations
- ✓ Teachers/Schools
- ✓ Sports/athletes
- ✓ Police
- ✓ Fire
- ✓ Ambulance
- ✓ First Responders
- ✓ Shoppers
- ✓ Store Associates
- ✓ Warehouse workers
- ✓ Transporters
- ✓ Couriers/Delivery workers
- ✓ Sexual preferences
- ✓ Societal norms/values/ perspectives
- ✓ Organizational design/structure
- ✓ Resources required for implementation (Skilled workers)

WHAT does it do? WHAT does it NOT do?

- ✓ What are the primary functions it provides?
- ✓ What is it NOT meant to do?
- ✓ What are some of the side effects of its operation – positive and negative?
- ✓ How does it feel (touch, taste, smell, hear, look + 6th sense/intuition)?
- ✓ What emotions are elicited?
- ✓ Does it feel safe?
- ✓ Does it feel effective?
- ✓ Does it feel productive?
- ✓ Does it feel nurturing?
- ✓ Does it feel playful?
- ✓ Does it feel delightful?
- ✓ Does it feel inviting?
- ✓ What are some alternate uses?
- ✓ What isn't normally done?

- ✓ Consider tangential **industries**.
- ✓ Consider above with **shape**.
- ✓ Consider above with **form**.
- ✓ Consider above with **fit**.

WHERE are all the places the problem surfaces or that our goal is difficult to achieve, and their characteristics? WHERE is the location for the ideal operating conditions (there is NO problem)?

- ✓ Locations
- ✓ Proximity
- ✓ Layout/Spatiality
- ✓ Basement, middle floor, roof
- ✓ Countries
- ✓ Geographic areas
- ✓ Indoor
- ✓ Outdoor
- ✓ Weather: Rain, Sleet, Snow, Sun
- ✓ Lakes/Rivers/Ocean
- ✓ Streets/Highways
- ✓ Venue of design/development/test/use/deployment/maintenance/disposal/recycling
- ✓ Co-location with: school, public works, office, skyscraper, rural, park, stadium

WHY is this an important goal to achieve or problem to solve? (What will happen if we do NOT address/solve this problem?)

- ✓ Consider the characteristics of the Ideal Final Result (IFR worksheet).
- ✓ Consider complaints
- ✓ Needs
- ✓ Wants
- ✓ Inspiration
- ✓ Hates/ turn-offs
- ✓ Red Ocean?

HOW do we know that the problem exists or the goal is difficult to achieve? What are our assumptions about?

- ✓ Emotional impact of problem or not achieving the goal?
- ✓ Intellectual impact
- ✓ Intuitive impact
- ✓ Taste impact (physical and design)
- ✓ Sight impact
- ✓ Smell impact
- ✓ Feel impact
- ✓ Hearing impact
- ✓ Acceptance criteria
- ✓ Creative assumptions?

Art, Craft, Simplify, Exaggerate (transforming verbs, KnowBrainer, etc.) – not sure what to do with

HOW MUCH money/revenues do we believe we can save or make by solving our problem or achieving our goal?

- ✓ What are the reasons we sell the product/feature/solution?
- ✓ What are our assumptions about the current business model?
- ✓ What are all the other ways we can make money from the product/solution that don't involve fixing this problem? (#3)

WHEN during the product's or solution's lifecycle does the problem surface (e.g. sequences, patterns, end of life, cradle to grave)?

- ✓ What are the sequences or steps involved, and which do we believe contribute to the problem?
- ✓ What do we believe are good/useful steps vs. bad/harmful steps (value-add vs. non-value-add)?

Consider WHO, WHAT, WHERE, WHY, HOW, HOW MUCH during each phase of the product/solution lifecycle.

- ✓ Consider above during **design**.
- ✓ Consider above during **manufacturing**.
- ✓ Consider above when **selling**.
- ✓ Consider above when **using**.
- ✓ Consider above when **discarding**.
- ✓ Consider above when **misusing**.
- ✓ Consider above with **materials**.
- ✓ Consider above with **processes**.
- ✓ Consider above with **features**.
- ✓ Consider above with specific **functions/ uses**.
- ✓ Consider above when combine with other **products/solutions**.
- ✓ Consider above when combine with **services**.
- ✓ Consider above with the current or a new **business model** (blue oceans.)