

# The 5W+H Questions

Enterprise Enablement Toolkit

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# Introduction: The Enterprise Enablement Program

The Enterprise Enablement Program (EEP) bridges the gap between blockchain innovation and execution. We provide the expert-led pathway necessary to turn theoretical vision into practical, real-world adoption.

- **Unlock Opportunities:** Build future-ready infrastructure using enterprise-grade blockchain solutions.
- **Ensure Success:** Align leadership to guarantee pilots deliver measurable commercial value.
- **Charted Path:** Follow a predictable flow from foundational education to live pilots.
- **Reduced Risk:** Use replicable blueprints and vetted partners to accelerate implementation.

The exercise in this deck is a vital step in your journey. The curated activities in our toolkit replace guesswork with structured adoption, guiding your organization from initial ideation to a successful, real-world pilot.

## The 5W+H Questions

Time: 30-60 min

Group Size: 3-5

# Why and When to Use This Exercise

The 5W+H Questions are used to grasp a problem holistically by analyzing its basic components—Who, What, When, Where, Why, and How.

This exercise can be used in a variety of scenarios but is especially strong at the start of a deeper discovery phase. It can provide a comprehensive frame for the user's specific challenges.

### The 5W+H Questions

Quickstart Guide

Time: 30-60 min    Group Size: 3-5

Materials: Template, Pens, Post-Its

**Why?**  
To grasp a problem or particular aspect of it in-depth and gain new insights

1. Define the goal: Problem overview, need analysis, or interview prep?
2. Start with basic W+H questions on the grid
3. Brainstorm sub- and follow-up questions for each.
4. Answer using data or interviews for insights.
5. Gather as much information as you can, then condense and select the most relevant findings.

| Who? | What? | When? | Where? | Why? | How? |
|------|-------|-------|--------|------|------|
|      |       |       |        |      |      |
|      |       |       |        |      |      |
|      |       |       |        |      |      |
|      |       |       |        |      |      |
|      |       |       |        |      |      |

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# Materials You Need

- ❑ **Pens:** Jot down your own thoughts and try to filter out less relevant questions before putting them on the larger template.
- ❑ **Sticky Notes:** If you capture questions on post-its, you can move them around, change their order, and see how they affect answers if asked in a different sequence.
- ❑ **Template in A0/A4:** As a small printout, this template can be useful in many situations. For the group exercise, be sure to collaborate on a big surface so you can agree on what the most important questions are at the end.

# Best Practices

- ❑ **Label Facts vs. Assumptions:** Split your answers into validated facts and working assumptions to prevent building your project on guesswork. Color-coding them could help with quick differentiation at a glance.
- ❑ **Identify Tensions Across the Grid:** Surface friction by looking for conflicts between categories, such as a "Why" that demands urgency versus a "How" that will likely cause delays.
- ❑ **Spend Enough Time With the Questions:** The primary 5W+H are the entry points. In the brainstorming phase that follows, try your best to exhaust all secondary queries before rushing to provide answers.
- ❑ **Surface Latent Patterns With Knock-On Effects:** Generate additional insights by analyzing how a slight change in "Where" (environment) could fundamentally alter the "Why" (user motivation).

## The 5W+H Questions

Time: 30-60 min

Group Size: 3-5

1. Define the goal: Do you want to get an overview of the problem, run a need analysis, or prepare for user interviews?

### The 5W+H Questions

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#### Why?

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**Goal:** Problem Overview

| Who? | What? | When? | Where? | Why? | How? |
|------|-------|-------|--------|------|------|
|      |       |       |        |      |      |
|      |       |       |        |      |      |
|      |       |       |        |      |      |
|      |       |       |        |      |      |
|      |       |       |        |      |      |

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## The 5W+H Questions

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2. Start with basic W+H questions on the grid.

Who is facing the problem? When? Where? Etc.

| Who?                                                                                                                                           | What?                                                                                                                             | When?                                                                                                                                             | Where?                                                                                                                                           | Why?                                                                                                                                       | How?                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| A consortium including a major global electronics OEM, tier 1 battery suppliers, an international logistics provider, and retail distributors. | Fragmented, siloed data and manually validated provenance<br>across multiple ERP systems, causing process friction and low trust. | Continuously, but most critically at inter-company hand-off points (e.g., part delivery, product dispatch), customs, and final customer delivery. | Across multiple continents (Asia, Europe, N. America), between disparate ERP systems (e.g., SAP, Oracle, local tools) with limited data sharing. | Current systems lack an immutable, shared truth across the consortium. There is no shared, trustless mechanism for critical data exchange. | Relies on fragmented manual reconciliations, email chains for critical documents, and trusting each vendor's local data in isolation. |
|                                                                                                                                                |                                                                                                                                   |                                                                                                                                                   |                                                                                                                                                  |                                                                                                                                            |                                                                                                                                       |
|                                                                                                                                                |                                                                                                                                   |                                                                                                                                                   |                                                                                                                                                  |                                                                                                                                            |                                                                                                                                       |
|                                                                                                                                                |                                                                                                                                   |                                                                                                                                                   |                                                                                                                                                  |                                                                                                                                            |                                                                                                                                       |

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## The 5W+H Questions

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3. Use the additional rows for alternative or follow-up questions to go broader and/or deeper as needed.

| Who?                                                                                                                                           | What?                                                                                                                               | When?                                                                                                                                             | Where?                                                                                                                                           | Why?                                                                                                                                       | How?                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| A consortium including a major global electronics OEM, tier 1 battery suppliers, an international logistics provider, and retail distributors. | Fragmented, siloed data and manually validated provenance<br>← across multiple ERP systems, causing process friction and low trust. | Continuously, but most critically at inter-company hand-off points (e.g., part delivery, product dispatch), customs, and final customer delivery. | Across multiple continents (Asia, Europe, N. America), between disparate ERP systems (e.g., SAP, Oracle, local tools) with limited data sharing. | Current systems lack an immutable, shared truth across the consortium. There is no shared, trustless mechanism for critical data exchange. | Relies on fragmented manual reconciliations, email chains for critical documents, and trusting each vendor's local data in isolation. |
| Who are the key decision-makers within each consortium member?                                                                                 | What specific critical data points are siloed (e.g., serial numbers,                                                                | When do the most costly data discrepancies typically arise?                                                                                       | Where in the global network are the specific geographical data 'black holes'?                                                                    | Why have previous integration attempts failed?                                                                                             | How do stakeholders currently reconcile the email chain data?                                                                         |
| Who are the missing crucial players not currently included?                                                                                    | What specific points are siloed (e.g., serial numbers, test certificates)?                                                          | When will this problem escalate if left unaddressed?                                                                                              | Where do conflicting data privacy regulation create bottlenecks?                                                                                 | Why specifically can't a centralized database solve this lack of trust?                                                                    | How could an immutable shared ledger automate and restructure                                                                         |
|                                                                                                                                                |                                                                                                                                     |                                                                                                                                                   |                                                                                                                                                  |                                                                                                                                            |                                                                                                                                       |

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Date:

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## The 5W+H Questions

Time: 30-60 min

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4. Try to answer the questions using data for solutions or via interviews in order to generate new insights.

| Who?                                                                                                                                                                                            | What?                                                                                                                                                                     | When?                                                                                                                                                           | Where?                                                                                                                                                                                                            | Why?                                                                                                                                                                         | How?                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A consortium including a major global electronics OEM, tier 1 battery suppliers, an international logistics provider, and retail distributors.                                                  | Fragmented, siloed data and manually validated provenance across multiple ERP systems, causing process friction and low trust.                                            | Continuously, but most critically at inter-company hand-off points (e.g., part delivery, product dispatch), customs, and final customer delivery.               | Across multiple continents (Asia, Europe, N. America), between disparate ERP systems (e.g., SAP, Oracle, local tools) with limited data sharing.                                                                  | Current systems lack an immutable, shared truth across the consortium. There is no shared, trustless mechanism for critical data exchange.                                   | Relies on fragmented manual reconciliations, email chains for critical documents, and trusting each vendor's local data in isolation.                                                    |
| Who are the key decision-makers within each consortium member?                                                                                                                                  | What specific critical data points are siloed (e.g., serial numbers,                                                                                                      | When do the most costly data discrepancies typically arise?                                                                                                     | Where in the global network are the specific geographical data 'black holes'?                                                                                                                                     | Why have previous integration attempts failed?                                                                                                                               | How do stakeholders currently reconcile the email chain data?                                                                                                                            |
| Interviews with specific department leads (e.g., Procurement, Inventory, Shipping) in all consortium entities to identify critical data gaps. Cross-functional team formed for data governance. | Analysis of ERP logs reveals a 15% discrepancy rate in serial numbers between supplier and OEM records. Interviews reveal QC leads use offline spreadsheets to reconcile. | Discrepancies spike during end-of-month financial closing. Correlation between logistics delays and increased data errors is found in historical data analysis. | Data bottlenecks are localized at the international customs interface and the internal hand-off between central storage and regional distribution nodes. High error counts are observed for specific trade lanes. | Root cause analysis via stakeholder interviews points to a lack of shared data standards and delayed batch file updates as primary technical drivers of system misalignment. | Process mapping workshops and data analysis suggest moving to real-time API integrations and establishing a shared data-level contract. Target reduction in reconciliation costs is 25%. |

Workshop:

Date:

Adapted from [it.feelbook.com/00els](https://it.feelbook.com/00els)



## The 5W+H Questions

Time: 30-60 min

Group Size: 3-5

5. Gather as much information as you can over multiple rounds, then condense and select the most relevant findings.

| Who?                                                                                                                                                                                            | What?                                                                                                                                                                     | When?                                                                                                                                                                                                                                                                                                                                                                                        | Where?                                                                                                                                                        | Why?                                                                                                                                                                         | How?                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
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| Who are the key decision-makers within each consortium member?                                                                                                                                  | What specific critical data points are siloed (e.g., serial numbers,                                                                                                      | <b>SUMMARY FINDINGS:</b><br>- PROBLEM: Siloed Data, No Shared Truth across consortium ERPs.<br>- DATA POINT: Error correlation confirms issues at hand-offs and end-of-month financial closing.<br>- KEY INSIGHT: Root cause from poor shared data standards.<br>- PATH FORWARD: Shift to shared data standards and real-time API contracts.<br>- TARGET: 25% reconciliation cost reduction. |                                                                                                                                                               |                                                                                                                                                                              | Why have previous integration attempts failed?                                                                                                                                                                                                         |
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# Sources and Acknowledgments

The templates within this toolkit leverage established product and design methodologies, including Design Thinking, Lean Startup, Design Sprints, and others.

While these frameworks provide the foundation, we have specifically adapted and evolved these tools to address the unique features, challenges, and opportunities inherent to blockchain, decentralized technologies, and the Cardano ecosystem.

As such, we are sharing our toolkit **under a [CC BY 4.0 license](#). Trademark rights (or any other specified IP) of the Cardano Foundation are not covered by the CC license.**

## Support the Creators:

As we have drawn inspiration from the pioneers of collaborative design, we highly encourage you to explore and support the creators of some of the original works which helped us in making this toolkit:

- [\*\*\*The Design Thinking Playbook & Toolbox\*\*\*](#) (Lewrick, Link, Leifer)
- [\*\*\*IBM's Enterprise Design Thinking Toolkit\*\*\*](#)
- [\*\*\*Collaboration by Design\*\*\*](#) (Coullomb, Collingwood-Boots)
- [\*\*\*Tools from the Stanford d.school\*\*\*](#)
- [\*\*\*The Lean Startup\*\*\*](#) (Eric Ries)





Thank you for using this toolkit!

If you want to learn more about EEP and explore collaboration opportunities, please **visit [cardanofoundation.org](https://cardanofoundation.org) or write to [venturehub@cardanofoundation.org](mailto:venturehub@cardanofoundation.org).**