

Ask Why 5x

Enterprise Enablement Toolkit

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.

Ask Why 5x

Time: 30-40 min

Group Size: ≥ 2

Why and When to Use This Exercise

Asking Why 5x is a root cause analysis tool used to understand a problem in depth rather than just addressing surface-level symptoms.

You should use this tool once a general problem has been identified to dig beneath immediate friction and identify the true origin of the issue.

Quickstart Guide

Time: 30-40 min Group Size: 2+

Materials: Pens, Template, Notepad

Why?
To understand a problem in depth instead of just scratching the surface.

- Describe the problem in detail. Use photos or sketches to illustrate.
- Start root cause analysis by asking "Why?" (to interviewee or in group).
- Counter each answer with another "Why?" Repeat at least 4 times.
- Stop asking "Why?" when it no longer makes sense. Document findings.
- Optional: Use insights to sketch prototypes, test reactions, and start a follow-up, in-depth discussion.

Why is the problem a problem?
Problem description

e. g. problem description

Why?
Direct impact

e. g. direct impact

Why?
Cause-effect

e. g. cause - effect

Why?
Organizational hurdles

e. g. organizational hurdles

Why?
System hurdles

e. g. system hurdles

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Adapted from [@kbook.com/why](#)

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Materials You Need

- ❑ **Pens & Markers:** Use pens for individual work with the questions and markers for collaborating on the large template.
- ❑ **Printer and/or A4 Paper:** Make your problem definition come to life with photos and sketches of the user, their challenges, etc.
- ❑ **Templates in A0 and A4/Notepads:** Use the large template for a joined problem definition within the group and the best follow-up answers. Smaller templates or notepads can be used for participants to gather their own thoughts and interview each other or the users.

Best Practices

- ❑ **Start With a Specific Problem:** Avoid broad or vague problem statements. Use visuals to align on a singular point of friction.
- ❑ **Focus on Systemic Causes:** Don't get hung up on individual or one-off obstacles. Zone in on what needs solving repeatedly.
- ❑ **Support Answers With Evidence:** Can you share facts or a direct experience to back each level of the analysis?
- ❑ **Maintain the Chain of Logic:** Read your sequence in reverse. Does the root cause clearly lead back to the original problem?
- ❑ **Push Past the Obvious:** Expect the first 2-3 "Whys" to only address symptoms. Dig deep in rounds 4 and 5.
- ❑ **Recognize When to Stop:** Once you hit a hurdle your organization can't change (physics, laws), stop and document it as a constraint.

Ask Why 5x

Time: 30-40 min

Group Size: ≥ 2

1. Describe the problem in detail. Draw sketches, print photos, and add them to the template. Illustrate as much as you can!

Why is the problem a problem?

Problem description

Why use
blockchain
in our SC

Why?

Direct impact

Why?

Cause-effect

Why?

Organizational hurdles

Why?

System hurdles

Ask Why 5x

Time: 30-40 min

Group Size: ≥ 2

2. Start your root cause analysis by asking "Why?" This can be done individually at first, then in the group. Alternatively, interview actual users if you can.

Why is the problem a problem?

Problem description

Why use
blockchain
in our SC

Why?

Direct impact

eliminate
"information gap"

Why?

Cause-effect

Why?

Organizational hurdles

Why?

System hurdles

Ask Why 5x

Time: 30-40 min

Group Size: ≥ 2

3. Counter each answer with another “Why?”
Repeat this process at least 4 times.

Why is the problem a problem?

Problem description

Why use
blockchain
in our SC

Why?

Direct impact

eliminate
“information gap”

Why?

Cause-effect

Data is
trapped in
SILOS

Why?

Organizational hurdles

partners don't
trust data
from outside

Why?

System hurdles

Ask Why 5x

Time: 30-40 min

Group Size: ≥ 2

4. Stop asking “Why?” when it no longer makes sense. Document your findings and gather them on the template.

Why is the problem a problem?

Problem description

Why use
blockchain
in our SC

Why?

Direct impact

eliminate
“information gap”

Why?

Cause-effect

Data is
trapped in
SILOS

Why?

Organizational hurdles

partners don't
trust data
from outside

Why?

System hurdles

We need a
shared, trusted
layer

Ask Why 5x

Time: 30-40 min

Group Size: ≥ 2

5. Optional: Use your insights to sketch prototypes, test initial reactions, and start a follow-up, in-depth discussion.

Why is the problem a problem?

Problem description

Why use
blockchain
in our SC

Why?

Direct impact

Why?

Cause-effect

Why?

Organization

Why?

System hurdles

We need a
shared, trusted
layer

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 or write to venturehub@cardanofoundation.org.