

## 5 WHY'S TECHNIQUE

### WHAT

A group-based interview or facilitated discussion method designed to help unearth the root cause of a problem. This conversation will help frame a problem within a systems thinking framework, identifying multiple levels to the problem.

### WHY

Use when a specific problem has surfaced during your research and you wish to elaborate on the causal chain or system responsible.

**PHASE**

Early in a design process

**LENGTH**

± 45 minutes

## STEPS

1. Prepare a framing statement that explains the problem you wish to explore.
2. Ask the interviewee(s) what they think is the cause of the problem.
3. Continue to ask them what they believe is the cause to the cause of the problem and so forth.
4. Once the interviewees have reached the limit of their capacity to answer the next 'Why' question, review your findings with your team and attempt to identify a new stakeholder that might help you dig deeper.

### ADDITIONAL RESOURCES

Design Research Techniques

<http://designresearchtechniques.com/casestudies/5-whys/>