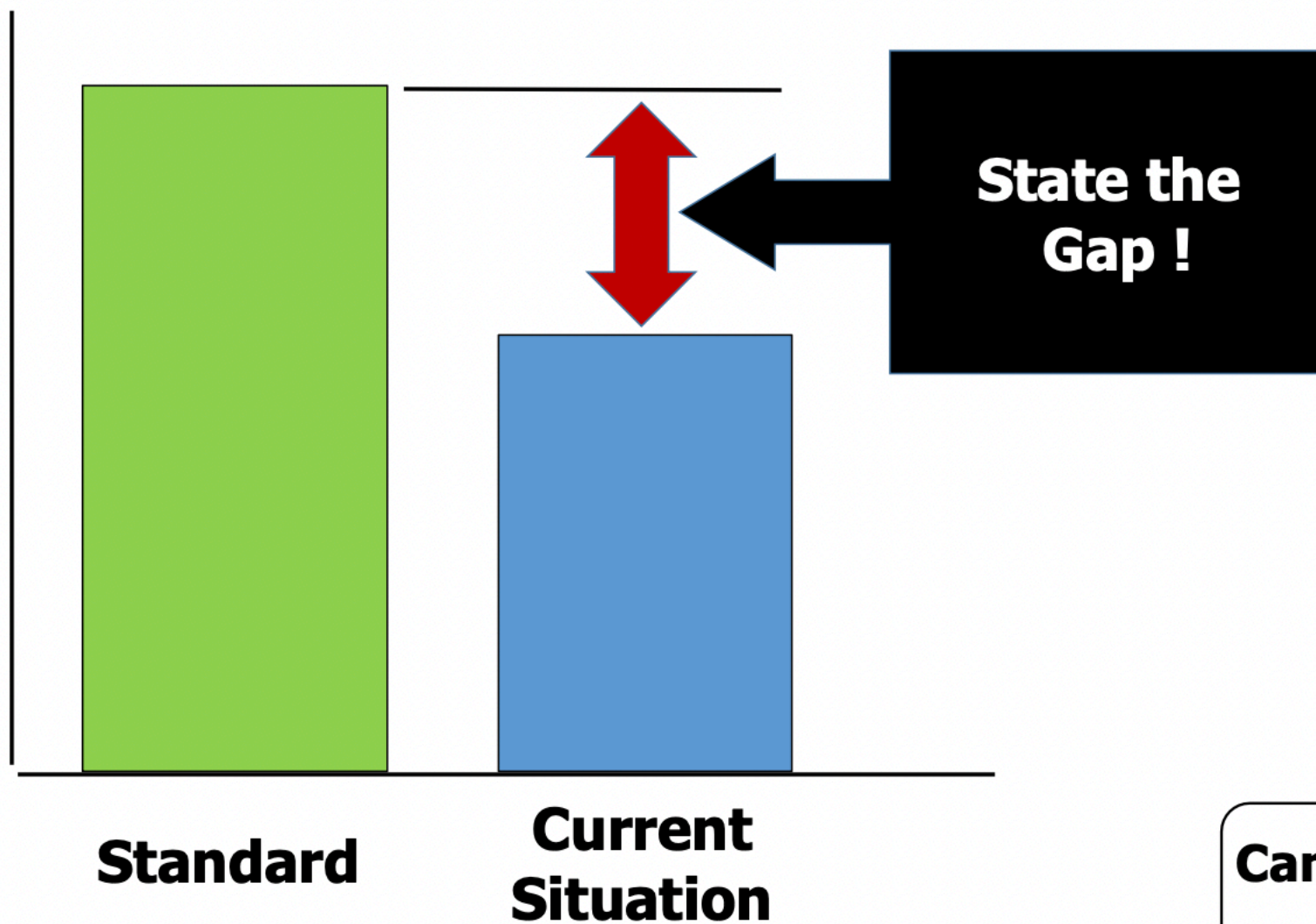


1.1 Background

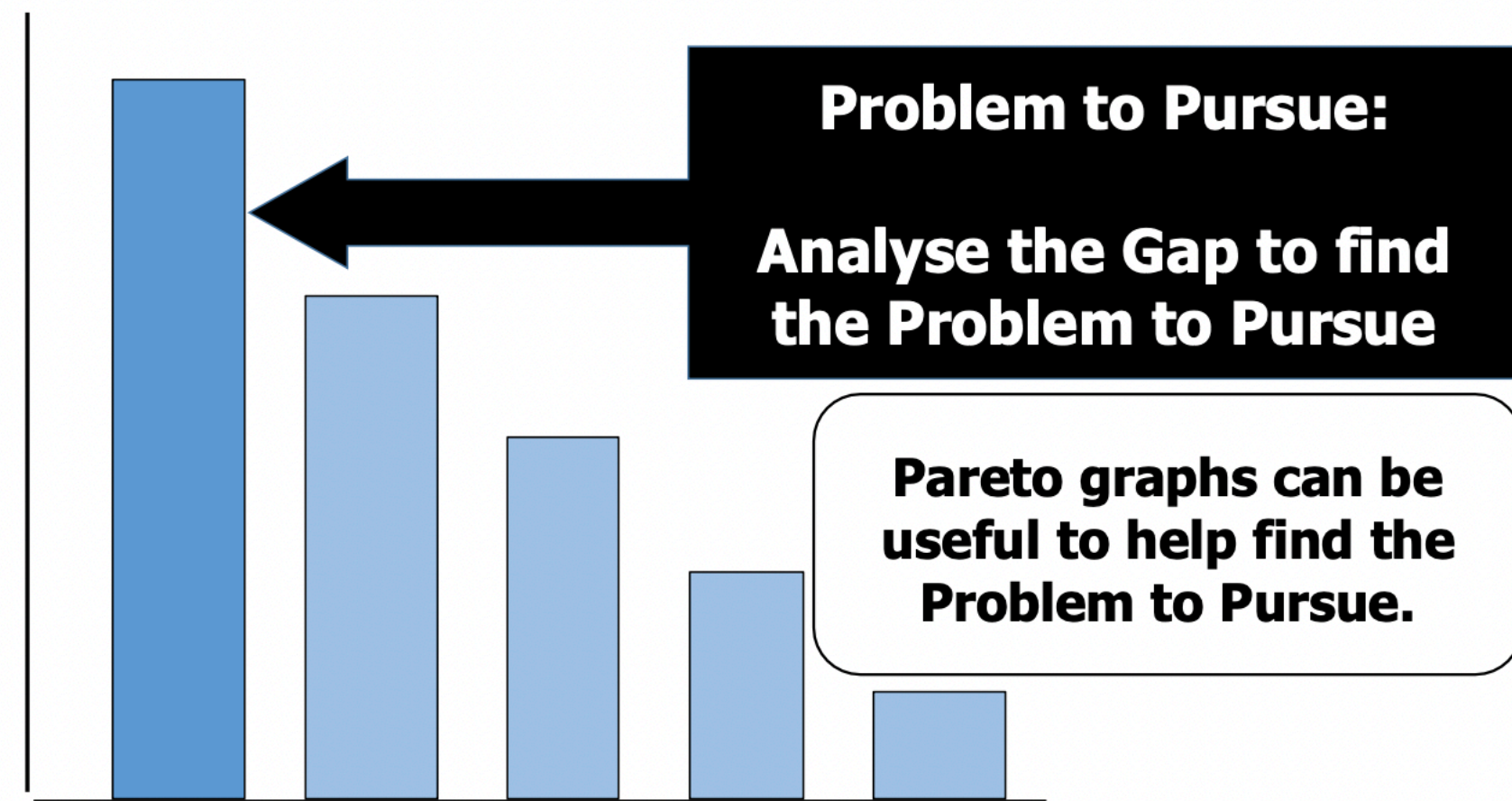
- Why are you tackling this problem and why is it important?
- How would you introduce this problem to someone else?
- Where did the problem come from?
- Scope of the subject/problem?
- What would happen if you did nothing or impact to the business?

Use a graph, a sketch or a photo to help explain the Background....

1.2 Clarify the Problem - Gap



1.3 Gap Analysis



Can you break the Gap down further to understand problem more e.g. by time, shift, product, process, reason...