

the 5w framework

WHO

Who is experiencing the problem?

WHEN

When does this need to be done?

WHAT

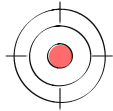
What problem are we solving?

WHY

Why is this problem happening?

HOW

How will we solve this?



project design plan

PROJECT NAME

PROBLEM & OBJECTIVE

KPIS & GOALS

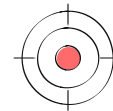
TIMELINE

ACTIVITIES & TIMELINE

Activity	Size (XS to XL)	Deliverable	Owner	Due

CROSS-FUNCTIONAL PARTNERS

SUCCESS CRITERIA



the five-line brief

A brief hands off one piece of the work: a task for a teammate, an engineer or an AI assistant.

GOAL

The outcome you want and why. Lead with it, before any steps.

DONE LOOKS LIKE

What you'll see when it's finished, in terms you can check.

CONTEXT

Who it's for, what's been tried, where the background lives.

CONSTRAINTS

The deadline, what can't change, what needs your sign-off.

HOW TO CHECK THE RESULT

The test or review that tells you both it's right.



the hypothesis line

"If we ..., then ... because ..."

If we _____
then _____
because _____

If we _____
then _____
because _____

If we _____
then _____
because _____



the case study structure

Project Overview → Problem → Process → Solution → Impact & Next Steps

Start with the outcome: two or three lines above the first section that say what changed, what your role was, and how you know it worked.

PROJECT OVERVIEW

PROBLEM

PROCESS

SOLUTION

IMPACT & NEXT STEPS
