

4W - 2H

Define / Understand the Problem

What:

What is happening? What are the issues? What is the impact to the customer (measure)? Describe in detail.

When:

When did it happen? When isn't it happening? (specific time of day, hour, shift, etc)

Where:

Where did it happen? Where isn't it happening? (specific department, table, location, etc.)

Who:

Who was involved? (Who noticed the issue, who produced the product, etc.)

How Often:

How often is it happening? (One time, random, varies, chronic. Trending up or down?)

How:

How is the customer impacted? How is it supposed to work compared to what is happening (what is the standard?)

SMART Problem Statement

Specific, Measurable, Attainable, Relevant, Time Bound



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