

WHAT IS THE PROBLEM WE ARE TRYING TO SOLVE?



IS IT SPECIFIC?

Describe in detail the problem you are trying to solve

WHAT IS THE SCALE?

How big is the problem? At what scale or level do you want to make a difference? eg individual, community, institutional

WHY DOES IT EXIST?

What are the causes of the problem?

WHY DOES IT MATTER?

What are the consequences if not action is taken? Why is it important to solve?

WHO IS AFFECTED?

Describe the groups of people that are impacted

SUPPORTING EVIDENCE

Gather evidence & statistics to support the above items. Look for any external data you can find--just a few key pieces of evidence--that will help you to back up your assumptions. It can be qualitative, quantitative, general, or specific.