

PROBLEM IDENTIFICATION

- What are your top 3 pain-points, and why?
- How are you currently alleviating these pain-points today?
- Which step takes you the most time to complete?
- Which step would you say is the hardest to accomplish, and why?
- Why do you think these pain-points exist?

CURRENT STATE

- What are the key activities that you have to do on a daily basis?
- How much do you describe the goal of these activities?
- Please describe the steps you take to accomplish a task
- What tools do you use?
- Which stakeholders do you have to interact with?

FUTURE STATE

- If you had a magic wand, what would an ideal situation be?
- Which parts of the current state would you keep, and why?
- Are there any examples of how someone is doing this right?
- How much would you pay to get your pain-points resolved?
- What are some barriers in the way of doing so?