

PROBLEM INVENTOR HANDTOOL

Although everything seems to be all right, there is something that is not as good as it could be. What is it?

Our actual situation is satisfactory... or mediocre. What we should really aim for is having...

This version of our _____ is just good. To be really outstanding, it must _____

A good competitor would launch a copy of our _____ but improved ten times. How could it be?

A good observer will identify the true faults and weaknesses of our _____, which would be: