

Legal Innovation Lab Wales

The Five Ws for Project Ideas

This guide aims to provide a little extra information to people who are looking to develop ideas for LegalTech products or services. It is designed to accompany the second step of the [Project Lifecycle](#). The Five Ws are questions that help shape an idea; they dig a little deeper into the initial idea and look at what is trying to be accomplished.

Examples of the Five Ws:

- **Who** has this problem? Is it a widespread problem shared by lots of people? Is the problem sufficiently evidenced and by what means?
- **What** problem does it address? Thinking about the purpose of the solution, what need does this solution serve?
- **When** do people have this problem and in what context? **When** would they use a solution?
- **Where** would they use it? On their phone, on their computer, on the go or in the courtroom?
- **Why** would someone use this proposed solution? Does it improve upon an existing idea, technology or process? Does an off-the-shelf alternative currently exist and if so, how can it be improved? Why is your bespoke solution better?

There are some other examples and explanations of the Five Ws from the [University of Lincoln-Nebraska](#) and [Workfront](#).

Once you've done this initial research, we should hopefully be able to answer the who, what, when, where and, most importantly, why. Hopefully it will help shape your idea further, and the Lab team can then help you work out some feature requirements which will give more shape to the "how".