
FICHE OUTIL N°1

Méthode QQQCP

Objectif : The QQQCP method is used as part of the definition of the project environment. The objective of this tool is to collect all the information necessary to clarify a situation, a system, a problem etc.

These informations are collected through **7 key questions** :

In order to illustrate this method, we'll follow the example of creation and marketing of electric bikes.

1. Who ?

The « Who ? » is the first question you must ask so the object you're trying to define is clear. There can be 3 different « who » : Who's doing ? Who's benefiting (the project) ? Who's involved ? Eventually, you're searching for the stakeholders.

As part of the example taken, we can ask ourselves : Who will be using the product ? Who will provide the materials ? Who will finance the project ?

2. What ?

The « What ? » question is used to focus on a specific point.

As part of the example, we can ask ourselves : What kind of problems linked to the marketing can be met ? What are they about ?

3. Where ?

The « Where » question is useful to define the space, locate things linked to the project.

As part of the example, we can ask ourselves : Where will the bikes be used ? Where will we produce it ? Where will the after-sales service be located ?

4. Quand ?

The question « When ? » is also useful to locate but on the contrary of the « where », the purpose is to locate the project in time.

As part of the example, we can ask ourselves : When will the bikes be ready for sale ? When will customers use the product? When do we need the product?

5. How ?

The question « How ? » tries to draw up a method, a way of proceeding in the problems or tasks to come. In other words, we are trying to draw up a table of the causes or reasons for a fact.

As part of our example, we can ask ourselves : How do you plan on organizing the production ? How will you make your teams accept this new product ?

6. How many ?

The question « How much ? » aims to quantify, quantify a situation or a problem.

As part of our example, we can ask ourselves : How many people will use the bikes ? How much bikes should we produce to remain sustainable ? How many people should we hire to produce the bikes ?

7. Why ?

The question « why ? » "allows you to find information that will explain the causes, the reasons for a fact. It can in particular be related to the Ishikawa method

As part of our example, we can ask ourselves : Why selling these bikes is innovative ? Why people should choose our bikes instead of competitor's ? Why should we put in place a quality policy instead of a price policy ?