5Ws and 1H

Design Thinking & Innovation Tools

Section: T3, Week 3

D'source Project

Open Design School

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Design Thinking & Innovation (DT&I)

Section: T3

Week 3

Design Thinking & Innovation (DT&I)

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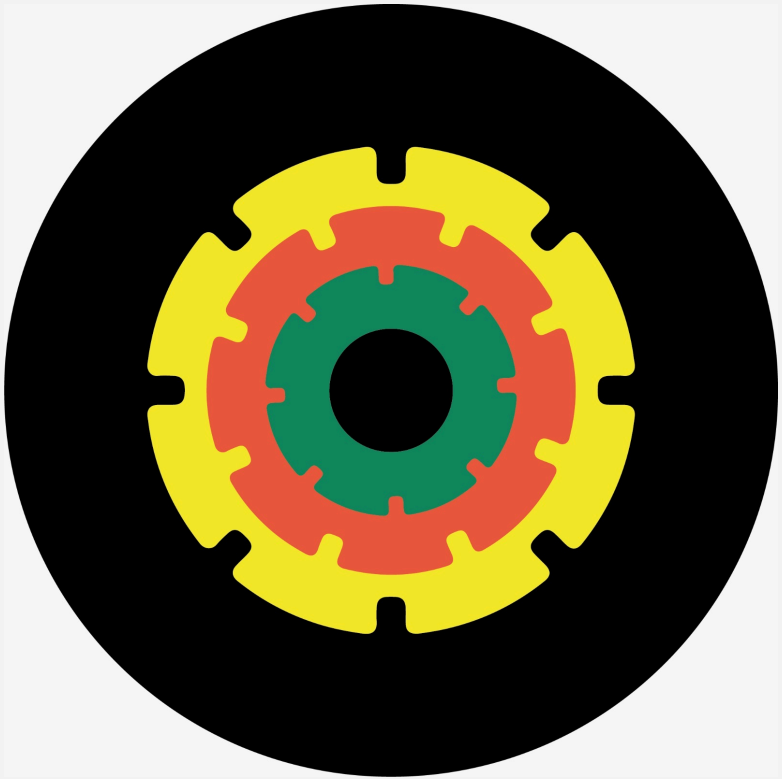


DT&I Tools

T3 5Ws + 1H and 5Ws + 1H Matrix Table

Module T3:

THINK!
DESIGN

T3.1

5Ws & 1H + Matrix Table

What are 5Ws and 1H?

Who? What? Why? When? Where? & How?

5Ws and 1H are the six fundamental questions that you ask about issues concerning your chosen topic.

The questions are the following:

1. Who?
2. What?
3. Why?
4. When?
5. Where?
6. How?

Finding answers to these questions will be very useful for understanding of the topic.

5Ws and 1H:

Who? What? Why? When? Where? & How?

Lets ask 5Ws and 1H questions for the topic '**Designing Toys for Children**':

Who are connected with toys for children? Who is it for?
- siblings, friends, school-mates, parents, grand parents, teachers, salesman, . . .

What are toys for children? What forms, material, texture, softness do toys have? Research?
- Toys can be cognitive, sensory, physical, social, . . .
- Toys can be for play, learn, experience, role-play, share, . . .

Why are toys essential for children? Why do children play with toys?
Children play with toys. Play is how children learn to have fun, to socialize, to think, to solve problems and to work. Play connects children with their imagination, their environment, and the people around them.
Toys help children with patience, skills, imagination, creativity, . . .

5Ws and 1H:

Who? What? Why? When? Where? & How?

Lets ask 5Ws and 1H questions for the topic ‘Designing Toys for Children’. . . .

When are toys used by children?
Toys are used by children from 4 to 6 months onwards . . . . . .

Where are toys available for children?
- Toys are available at home, play-school and schools

How are toys used by children? How do children learn to use toys? How are Toys made? Children play, role-play, have fun with toys. They use toys for imagination, storytelling, sharing, challenges, socialising, . . .

5Ws and 1H Matrix Table:

Individually or in groups?

5Ws + 1H Matrix Table can be done individually or in small groups.

5Ws + 1H Matrix Table is most effective when done in groups with people from diverse backgrounds and opinions are involved.

Steps in making the 5Ws and 1H Matrix Table:

1. Fill the row axis with the different categories of your topic (refer to your mindmap in section T2) and the column axis with the 5Ws and 1 H

2. Try to find answers to each of the cells which will be an intersection of category on the row axis with one of the 5Ws and 1H on the column axis

5Ws and 1H Matrix Table:

Creating the 5Ws and 1H Matrix Table

- You can make a Marix Table of the different categories of your topic (reference from Mind-mapping) on one axis (x - row) and the 5Ws and 1H on the other axis (y - column).

- For example if we take the topic of '**Designing for Children**', the **row axis** would have Activities, Environments, Behaviour, Capabilities, Expressions, Relations, etc. and the **column axis** would have the 5Ws and 1H.

- The next slide shows a template for the Matrix Table. You can also use Excel /Google sheet/Open-Project/etc. to do this task.

5Ws and 1H Matrix Table:

Topic Categories:	Category1	Category2	Category3	Category4	. . . . .
When:					
Where:					
Whom:					
Why:					
What:					
How:					

5Ws and 1H Matrix Table - example:

	Activities	Environments	Behaviour	
When?	Children usually have a daily routine: Getup > breakfast > school > lunch > study > play > homework > tv > dinner > sleep	- at home in the morning, evenings and at night - at school in the daytime - at playground in the evening	Children's behaviour is dependent on their comfort levels, tiredness, rest-times, etc.	
Where?	Children's activities happen mainly at Home, School and Playgrounds	Children's environment is made up of Home, School, Playground, Outings, Celebrations, Make-believe world, etc.	Children are comfortable in environments that are familiar to them.	
Whom?	Children are social and would like to interact with Parents, Siblings, Grand Parents, Teachers, Friends and neighbors	- at home with parents, Siblings, Grand Parents, Neighbors - at school with teachers, school mates - at playground with friends	Children are usually friendly with those that are familiar.	

5Ws and 1H Matrix Table – Why?:

Purpose of the 5Ws and 1H Matrix Table:

In this exercise, answering the questions 5Ws and 1H is useful in better understanding of issues concerning the topic.

Making a 5Ws and 1H Matrix Table gives an understanding of the topic from different points of views as well as making cross-connections between information in different cells.

Person behind 5Ws :

Sakichi Toyoda:

Sakichi Toyoda (1867-1930) conceived of 5Ws and used it at Toyota which he founded.

According to Toyoda,
“There is nothing that can’t be done. If you can’t make something, it’s because you haven’t tried hard enough.”

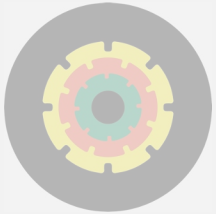
Thanks for Listening

DT&I Tools
Section: T3
Week 3

DT&I Course – Week 3:

DT&I Process
(20%)

> Secondary Research
> Info Gathering
> Referencing



DT&I Tools
(20%)

> 5W + 1H Answers
> 5W + 1H Matrix Table

DT&I Project
(50%)

> Secondary Research
> 5W + 1H

DT&I Case Study
(10%)

> Case Study Project 'Teaching Culture Through Storytelling'

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