



5 Whys Method

The “5 Whys” method is a dead simple method you can use to dig deep into your users and uncover useful insights about their behaviour.

Quite literally, it involves asking your users “Why?” whenever they explain something to you. Each time you ask “Why?”, you will prompt someone to re-evaluate their position in order to dig a little deeper into their own reasoning. It may seem a little odd to keep asking “Why?” at first, but it will bring great insights while allowing you to dig deeper in order to find the root cause(s) of their behaviours.

Practicing the “5 Whys” method is also useful to get you used to the idea of asking your interviewees or users “Why?”, even though you think you already know the answer.

