Why? Why?: Root Cause Worksheet

Sales are down at my lemonade stand

There is poor visibility	People don't need/want premium lemonade	Competitors are selling lemonade for a cheaper price	My stand is in a bad location	Fresh lemonade is no longer trendy
Why?	Why?	Why?	Why?	Why?
I don't have a proper sign	It is perceived as too expensive	They are using lower quality ingredients	I'm in the middle of the block and traffic is mainly on the busy cross streets	Juice drinkers are favoring the trend in pomegranate juice
Why?	Why?	Why?	Why?	Why?
I spent the money on the stand, not a sign	People are fine to get it cheaper elsewhere	Their proposition isn't about freshest tasting and best ingredients	I'm set up on the front lawn of the house	People feel drinks with antioxidants are better for them
Why?	Why?	147hu2	Why?	Why?
I don't really know about advertising	They don't recognize the difference between my premium lemonade and the cheap stuff the competition sells		Mom won't let me put the stand out of her sight	Media/news has highlighted the health benefits of antioxidants
William 2	Why?	P	Why?	Why
	I haven't explained my quality message anywhere		She wants me to be safe	
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Root Issue	Root Issue	Root Issue	Root Issue	Root Issue
I lack strong advertising skills	I'm not telling my story well enough	Again, I need to tell my quality story	Safety is a key issue	My lemonade may not be perceived as healthy enough. Maybe I'll add some pomegranate juice