

Is & Is Not Analysis

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5W 2H

Question	Example IS	Question Example IS NOT	Question	Example Answer
Who?	Who is affected by the problem?	Who is not affected by the problem?		Customer A has a problem with the product. Customers B and C do not have a problem even though they receive the same product.
What?	What products are involved in the problem?	What products could also be involved in the problem but are not?		Product 123 is rusting prior to customer assembly. Products 234 and 345 use the same process, but they are not rusting.
Why?	Why is this a problem? Is the process where the problem occurred stable?	Why is it not a problem?		The surface rust is a problem since it affects the salability of the final product.
Where?	Where was the problem observed?	Where could the problem be observed but is not?		Product 123 is rusting at the base. The main body and top of the product are not rusting. The only customer site that is experiencing this problem is in Georgia.

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When?	When was the problem first noticed?	When could the problem have been noticed but was not?	The problem was first noticed in March. We've been sending product 123 to Customer A since November with no reported problems.
How Much/ Many?	Quantity of problem? How much is the problem causing in dollars, people, and time?	How many could have had the problem but weren't? How big could the problem be but is not?	An average of 20-30% of the total units sent to the customer were reported as defective due to rusting. All other units showed no traces of rust.
How Often?	What is the trend (continuous, random, cyclical)? Has the problem occurred previously?	What could the trend be but is not?	The problem has consistently occurred since March. The level of rejects rose to 40% during the first week of April and dropped to 5% during the second week of May.