

Problem-Solution-Impact Case Study Template

1. Business Outcome

Name the metric or strategic behavior the work needed to change.

2. Customer and Business Problem

Describe the observed pain, evidence, constraints, and decision owner.

3. Before State

Capture the previous journey, workflow, or operating model with baseline measures.

4. Design Strategy

Summarize the principle, narrative, and tradeoffs behind the chosen direction.

5. Solution

Show the redesigned experience, collaboration model, and delivery path.

6. Impact

Report adoption, revenue, cost, risk, customer, and team capability outcomes.

7. Leadership Reflection

Explain what changed in team behavior and what you would do differently next time.