

Episode 4 The Method of Key Question

If we ask a good question, we can get the desired answer. The answer is the key to further action. The keys we want are the Main Key Word and the Entrance Key Word of the PMD. To get good answers (keys) in an orderly manner, we should arrange good questions in a purpose-measure relation, select a proper portion of it, and ask. Here, we introduce a method called the Method of Key Question, which does this.

We usually intend to ask good questions in an orderly manner, but in practice it is not easy. Also the other party involved may ask a poor question, making it difficult to ask the intended questions. To prevent this, it is useful to prepare a Key Question Table as in Fig. 1, hand it to the other party, and then proceed with Q&A. The way to fill in the Key Question Table is as follows:

1. Write the theme of the questions to be asked in the title column (the blank space to the upper left).
2. Write the name of the object in the product name column.
3. Fill in the item and question columns according to the following procedure:

As in PMD, first write out as many questions as possible. Then cut the paper into pieces, arrange the pieces to obtain the necessary answer, applying the PMD Method, and then reverse the order of purpose and measure. Summarize the questions into a sequence to get the necessary final answers, and fill in the respective columns.

[Reference] A simple example of Key Questions is an interview with a doctor in Japan.

- (1) Where is the problem?
 - (2) Where and How does it hurt?
 - (3) Since when have you had it?
 - (4) ...
4. In the answer or current status column, the responder writes the answer.
 5. In the necessary condition column, write the necessary conditions to achieve the objective.
 6. In "the adjusted result of necessary conditions" column, fill in how those necessary conditions were adjusted.
 7. The columns in the upper right are for the signatures of the responders and questioners.

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_____ KEY QUESTION				Product name	AnswerSide		Question Side	
No	Item	Question	Answer or current status	Necessary conditions to reach the objective result	Adjusted result of necessary conditions			