

What is the screen for, and what must it refuse?

This is not a feature list and there is deliberately no room for one. An internal tool has one job — get a particular decision made, faster and with better reasoning than the spreadsheet it replaces — so these questions are about the decision, the person making it, and what they are physically doing at the time. The two that people skip and then wish they had not are **what it must refuse** and **what should this not look like**. Both are treated as binding.

Business name

What the business does

Where it operates

What the staff would call this tool, out loud

The one decision this screen exists to get made

Who opens it, and what their job is

When they open it, and how often

What are they physically doing while they read it? Standing at a counter, sitting through a meeting, holding a phone in an aisle?

How is this decision made today — the spreadsheet, the whiteboard, the person everybody asks?

The last time it went wrong, what happened?

Which figures matter, and what does each one have to be compared against to mean anything?

What rule does the tool sort or recommend by? It gets printed on the screen so it can be argued with.

What must this tool refuse to do? A screen that only ever says yes is missing half of itself.

What should somebody be able to change in it, and what should recompute when they do?

What should this not look like? Treated as binding.

How fresh does the data have to be, honestly?

Anything on it that must never describe a person

Anything else

Completed by

Date