To enable the user to make better decisions, take the right actions, to produce the critical results and to reach her / his objectives on time, which ...
... information would an analytical solution need to display, meaning which numbers should the analytic calculate, which facts should it compute and which data should it visualize?
... which features would the application need to provide, for accurate interpretation and validation of the information by the user to derive decisions and actions?
Examples for ...
... information: marketing ROI, sales forecast, churn score, overall equipment efficiency.
... features: filter or compare segments, aggregate respectively break down data, simulate decisions and developments, select and export (contact) information, initiate certain measures or campaigns.

What would support the user in reaching her / his objectives, in making decisions and executing actions?
What would be an additional motivation?
Examples: Overview about current numbers in real time, outlook about possible trends, insights into root causes of failures, perspective into other areas (benchmark).

To which problems, risks, obstacles, efforts, costs etc. is the user exposed?
Examples: numbers are available too late, "My boss does not believe me.", lack of time, complex root causes.

Which objectives does the user have?
Which results contribute to the target achievement?
Examples: generate leads, reduce costs, increase revenues, launch a product, reduce downtimes.

Which decisions is the user allowed to make or has to make to reach her / his objectives?
Which actions is she / he able to execute to get the desired results?
Examples: define budgets, hire employees, take products out of the portfolio, mandate a machine’s maintenance.

Examples: save time, higher efficiency, more effectiveness, reduce costs.

User role - e.g. marketing manager, managing director etc.

Examples: save time, higher efficiency, more effectiveness, reduce costs.

Solutions
To enable the user to make better decisions, take the right actions, to produce the critical results and to reach her / his objectives on time, which ...
... information would an analytical solution need to display, meaning which numbers should the analytic calculate, which facts should it compute and which data should it visualize?
... which features would the application need to provide, for accurate interpretation and validation of the information by the user to derive decisions and actions?
Examples for ...
... information: marketing ROI, sales forecast, churn score, overall equipment efficiency.
... features: filter or compare segments, aggregate respectively break down data, simulate decisions and developments, select and export (contact) information, initiate certain measures or campaigns.

Benefit
Which user benefit is generated for the user by using the solution when making decisions, for his / her target achievement or while executing etc.?
Examples: save time, higher efficiency, more effectiveness, reduce costs.