ROAMER Model Prompts Library

The Prompts Library collects the key questions and prompts for every ROAMER Model phase, organized for quick reference. **Use these prompts to drive high-value team discussions, stakeholder engagement, and collaborative decision-making across every stage of work—ensuring no critical question is missed and alignment is always in focus.**

These prompts are not a complete or exhaustive list. Practitioners should exercise agency to develop their own additional prompts relevant to their unique use case and context, adding or adapting questions within the appropriate ROAMER Model phase as needed.

How to Use This Library

- Browse prompts by phase below, or use the table of contents links
- Use prompts as checklists, meeting aids, or conversation starters to unlock cross-functional insight and clarity.

Before Stage

- Origin
- Outcome
- Persona

During Stage

- Retrieve
- Observe
- Analyze
- Make
- Evaluate

After Stage

- Review
- Handoff

Before Stage

Origin

The Origin phase defines where the work begins and who is involved. This phase is your first and best opportunity to create alignment—by surfacing all catalysts, mapping every stakeholder, and setting transparent communication patterns across teams and groups. Starting with a clear origin ensures that collaboration and engagement are prioritized from the outset, preventing misalignment and missed expectations down the line.

- Who initiated this work, and what prompted it?
- What are the business, market, or operational drivers?
- Who are the key stakeholders? Are there secondary influencers?
- What are each stakeholder's interests, expectations, and potential resistance points?
- How will stakeholders stay informed and engaged?
- What frameworks (RACI, DACI, etc.) or communication protocols will be used?
- Are there risks or dependencies tied to the origin?

Your Origin Notes:

Outcome

The Outcome phase defines what success looks like and how it will be measured. This phase is critical for building shared understanding and alignment—not just within your immediate team, but across all stakeholder groups. By collaboratively defining objectives, criteria, and assumptions, you create the conditions for mutual accountability and reduce ambiguity and rework later.

- What does success look like for this work?
- What are the specific objectives and intended results?
- How will we measure progress and determine if we've succeeded?
- What are the KPIs, OKRs, or metrics that matter most?
- Are there competing or conflicting objectives among stakeholders?
- What assumptions are we making about outcomes?
- How will we handle changes to objectives during the project?
- What are the risks if outcomes are not met?

Your Outcome Notes:

Persona

The Persona phase defines who will benefit from the work and clarifies their goals, needs, and challenges. This phase is about more than building user stories—it's about ensuring that every team, function, and stakeholder group develops a common, human-centered understanding of who truly matters and why. A well-defined persona provides a "north star" for collaboration, decision-making, and alignment, rooting the solution in real user requirements—not assumptions.

- Who is the primary persona for this work?
- Are there secondary personas we should consider?
- What are the key goals, needs, and pain points of these personas?
- How does this work fit into their daily tasks or broader objectives?
- What feedback or insights do we already have about these personas?
- What are the risks if persona needs are misunderstood or ignored?
- How will we keep persona needs central throughout the project?

Your Persona Notes:

During Stage

Retrieve

The Retrieve phase focuses on gathering all existing insights, data, and knowledge that can inform the work. This phase is a deliberate opportunity to break silos and surface information, expertise, and learnings from across the organization and partner ecosystem—not just within your immediate team. By thoroughly retrieving knowledge, you avoid duplication, leverage prior investments, and ensure everyone is building on a shared foundation.

- What existing insights or data are available?
- Where are these insights stored, and who owns them?
- Are there gaps or outdated areas in current knowledge?
- What previous work can we leverage or build upon?
- Who else in the organization has relevant context or expertise?
- What risks exist if we miss or overlook available information?
- How will we document and share what we've retrieved?

Your Retrieval Notes:

Observe

The Observe phase is about collecting new data and insights directly from users, stakeholders, or the real environment. This phase is essential for bridging teams, groups, and boundaries by engaging the full range of voices—inside and outside your core team. Effective observation ensures you're working from up-to-date, real-world information, not just assumptions or secondhand knowledge, and it brings transparency and inclusivity to your discovery process.

- What new data or insights do we need to collect?
- Who should we observe or engage with?
- What methods will we use to collect these observations (e.g., interviews, testing)?
- How will we document and organize what we learn?
- Are there ethical, privacy, or consent requirements for this work?
- What challenges or risks exist with observation or data collection?
- How will we ensure observations are unbiased and representative?

Your Observation Notes:

Analyze

The Analyze phase is where you synthesize all gathered insights and observations to define the real problem and identify opportunities. This is a critical point for cross-functional sensemaking—bringing together diverse perspectives to avoid bias, surface blind spots, and ensure everyone understands what truly matters. By analyzing as a group, you ground your work in facts, not assumptions, and foster alignment for what comes next.

- What patterns or trends emerge from the data and observations?
- What is the root cause of the problem we're addressing?
- How do our findings align or conflict with original assumptions?
- What gaps still exist in our knowledge?
- What are the risks of misdiagnosing the problem?
- What are the most impactful opportunities or priorities identified?
- How will we frame a clear, actionable problem statement?

Your Analysis Notes:

Make

The Make phase is where work gets built. Here, you create solutions that directly address the problem statement and meet the needs identified in earlier phases. This phase is the execution engine for cross-functional alignment—requiring input, coordination, and transparency from every group involved. Effective execution depends on keeping teams informed, collaborative, and accountable, so solutions match both user needs and business goals.

- What exactly are we building or delivering?
- How does this solution solve the problem we defined?
- What must be included for this version to be successful?
- What standards, guidelines, or constraints do we need to follow?
- Who is responsible for building or delivering each part?
- How will we document decisions made during the build?
- Are there risks or trade-offs being made to meet deadlines or budgets?

Your Make Notes:

Evaluate

The Evaluate phase tests whether the solution works as intended and meets the defined objectives. This is the most effective time to bring together diverse teams, users, and stakeholders to validate not just the technical solution, but also alignment with user needs, business goals, and cross-functional expectations. Thorough evaluation—grounded in feedback from every perspective—drives transparency, accountability, and continuous improvement.

- Does the solution meet the objectives and success criteria?
- How do users or stakeholders respond to the solution?
- What data or feedback are we collecting, and how?
- What metrics or indicators show effectiveness or failure?
- What needs to be improved before review or handoff?
- Are there compliance, accessibility, or quality issues?
- What risks have emerged during testing or evaluation?

Your Evaluation Notes:

After Stage

Review

- What worked well in this cycle or project?
- What were the biggest challenges, and how were they addressed?
- What lessons should the team apply to future work?
- Were there process gaps, communication issues, or missed opportunities?
- How can we improve tools, workflows, or collaboration next time?
- What feedback do team members or stakeholders have for each other?
- Are outcomes, documentation, and next steps clear for everyone?

Your Review Notes:

Handoff

- What exactly is being handed off, and to whom?
- Is all necessary documentation, training, or context provided?
- Who is the point of contact for follow-up questions or issues?
- Are there any risks, dependencies, or unresolved items to highlight?
- What steps will ensure a smooth and confident transition?
- How will the success of the handoff be measured or confirmed?
- What feedback or support might the receiving team need post-handoff?

Your Handoff Notes:
