

■ 5W2H Method Example: Pizza Industry

Customer received wrong pizza order - 5W2H Analysis of order mix-up incident

Analysis ID: 5W2H-PIZZA-001 Date: December 15, 2025 Category: Quality Status: In Progress Priority: High

■ 5W2H ANALYSIS	
WHAT	Customer ordered Pepperoni Pizza but received Vegetarian Pizza. Order was for delivery to residential address.
WHY	Cashier selected wrong pizza type in POS system. Similar button positions for Pepperoni and Vegetarian options caused selection error.
WHERE	Order entry point at cashier station #2. Error occurred during phone order processing.
WHEN	Friday, December 13, 2025, during peak dinner hours (7:15 PM). High order volume period.
WHO	Cashier: Sarah M. (taking order), Kitchen: Tom K. (preparing), Driver: Mike R. (delivering).
HOW	Phone order → Manual POS entry → Kitchen display → Preparation → Quality check skipped → Delivery.
HOW MUCH	Direct cost: €15 (replacement pizza + delivery). Indirect: Customer goodwill, potential negative review risk.

■ CORRECTIVE & PREVENTIVE ACTIONS							
#	Action ID	Action Description	Type	Responsible	Status	Priority	Due Date
1	M-PIZZA-001	Implement order confirmation readback procedure for all phone orders	Prevention	Store Manager	Completed	High	Dec 22, 2025
2	M-PIZZA-002	Redesign POS interface to separate similar pizza options with visual distinction	Prevention	IT Team	In Progress	High	Dec 28, 2025
3	M-PIZZA-003	Add kitchen verification step: Match order ticket with prepared pizza toppings	Detection	Kitchen Lead	In Progress	Medium	Jan 05, 2026
4	M-PIZZA-004	Send apology and €10 voucher to affected customer	Correction	Sarah M.	Completed	High	Dec 16, 2025
5	M-PIZZA-005	Conduct refresher training for all cashiers on order verification	Prevention	Training Coord.	Open	Medium	Jan 10, 2026

■ **DISCLAIMER:** This example is based on fictional data for educational purposes only. Any resemblance to actual companies, persons, or events is purely coincidental.