# Think QI
Deep Dive • Design • Deliver • Evolve

DEEP DIVE

The first phase is all about looking into and understanding a problem or improvement area. You will gather data or information to build a picture of the current situation and collect your baseline measures. At the end of this phase, you will understand the root cause of the problem and be able to define what improvement you want to see.
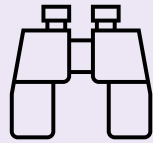
FIRST STEPS
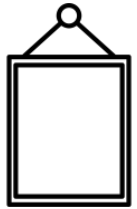
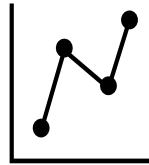Define/ frame your problem/improvement area

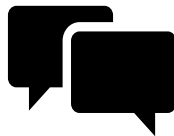Build a team to support & agree how you are going to work together

Agree your goal – what are we hoping to achieve?

INVESTIGATE

Gather data/intelligence to deep dive into the problem/area
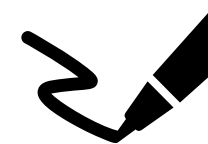
Ask the people involved or affected – service users, staff other professionals

ANALYSE

Identify the root cause

Redefine the problem/improvement area now that we know more