5 WHYS TEMPLATE

The website experienced unexpected downtime

WHY 1 ? — Unprepared for rapid traffic growth and server overload

WHY 2 ? — Traffic spike from viral marketing campaign

WHY 3 ? — Viral campaign caught us unprepared for traffic surge

WHY 4 ? — Lack of automatic scaling for traffic growth

WHY 5 ? — Unprepared for rapid traffic growth and server overload
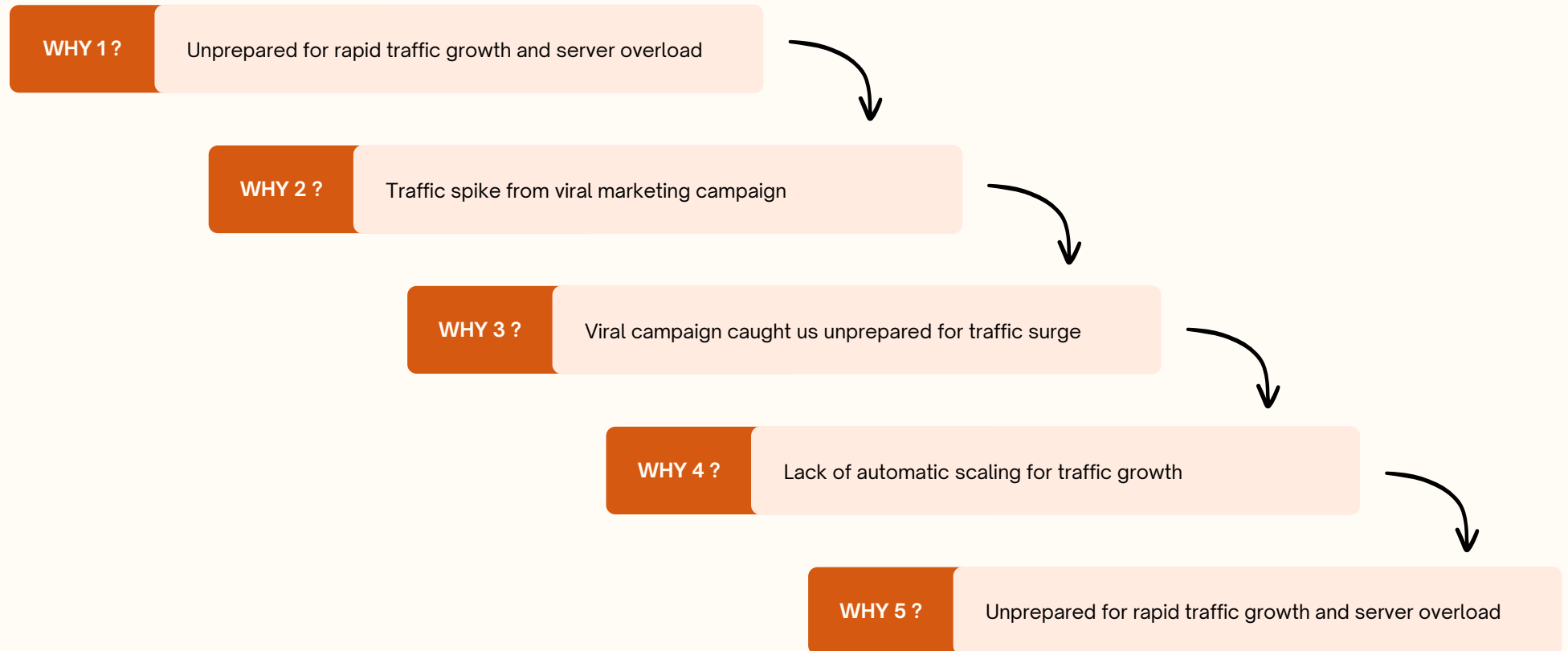
Root Cause — Lack of automatic scaling to handle traffic surges

Solution — Implement automatic scaling to prevent future downtime during traffic spikes