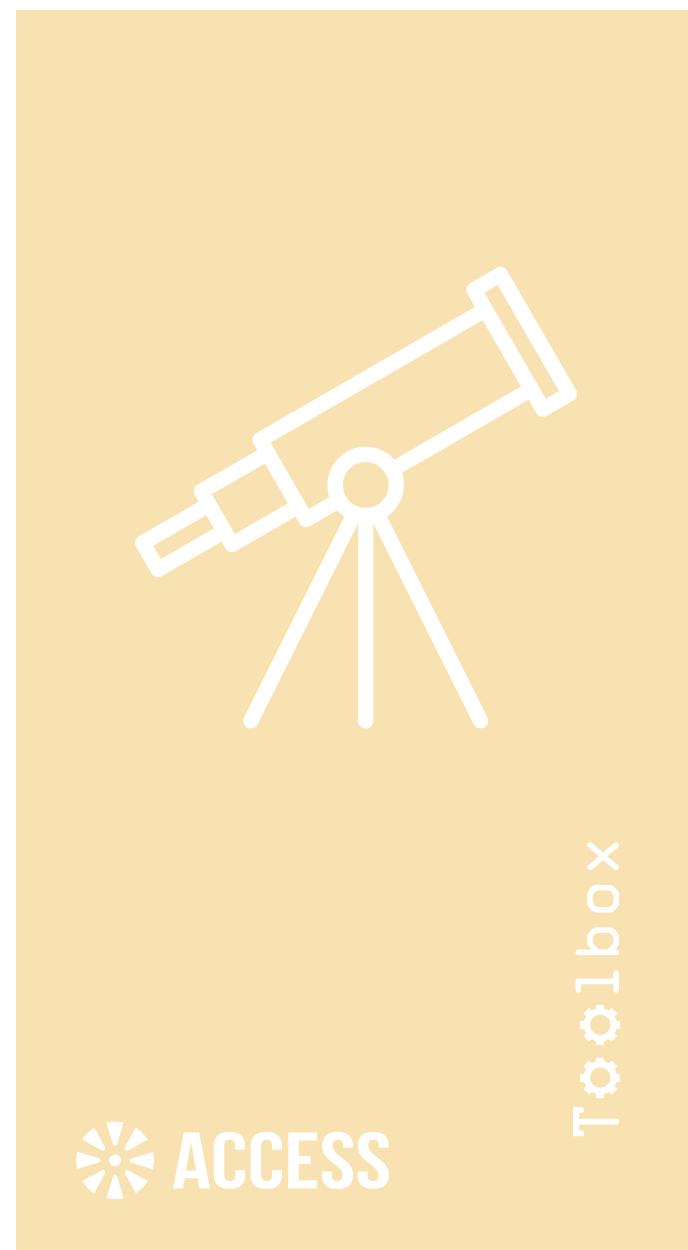


Toolbox

AMPLIFIER

Original problem



Put the Telescope card here

RESEARCH

What is being done somewhere else to solve this problem?
What similar situations have been solved before?
What research or development is there on the issue?



DIRECT OBSERVATION

What uncomfortable or emotional conflictive situations are users presently going through at the time of usage (even though they themselves are not conscious of them)?



INTERVIEWS AND INTERACTION

What do users and experts say about the situation?
What needs do they state?



INVOLVEMENT

If I go through the experience as a user, what problems do I experience?



"RE-FRAMED PROBLEM"