

Topic - What your project is about

- Mostly internet/library research -> people, papers, articles, trends, debates, examples, successes, failures
- Find examples to learn from and be inspired (Analogous Examples)
- Use visual references and post on board. Highlight key points on sticky notes

- **Goal: current understanding of topic, current principles, models, state of the art, examples to reference.**

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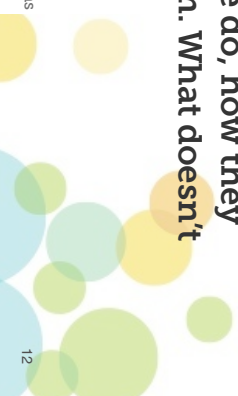
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People/orgs

- Understand people's experience
- Use empathy, not judgement
- Use observation, show-and-tell interviewing, try the activity yourself.
- Open ended questions

- **Goal: Who is involved. What people do, how they do it and why. What works for them. What doesn't work for them.**

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Process, policies, rules and practices

- Understand the structures that govern people's activities.
- How are things supposed to work? Why? How are they documented? Get copies.
- Identify cultural norms -- undocumented but shared expectations of behavior
- Visualize processes and compare to real experience.

- **Goal: Understand the current "rules-of-the-game" and where they come from**

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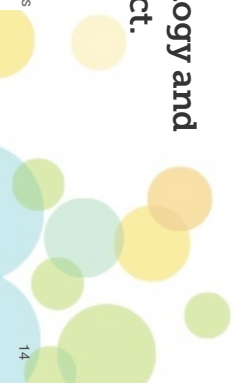
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Technology

- Look at the technology and products, both digital and physical, that are used.
- How do these tools augment or hinder the work flow and experience?
- Get demonstrations by people who use the tools everyday. Take screen shots/pictures.

- **Goal: Understand the tools, technology and conditions that relate to your project.**

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Environment

- All activities happen in an environment. How does it help or hinder?
- Assess the physical space -- how is it configured and why? Draw a map, how people flow, where things are located.
- What challenges may be caused by the space, its artifacts and activities that happen?

- **Goal: Understand the role physical space plays in your project**

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Money & time

- Every project has financial dimensions. Is there a current financial model? Who pays for what?
- Interview those who manage or oversee budgets. Where do they see challenge and opportunity?
- Identify ways value is or can be measured - often metrics can be converted to value - what is it worth?

- **Goal - understand economic dimensions of your project. Your solution will need to create value.**

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