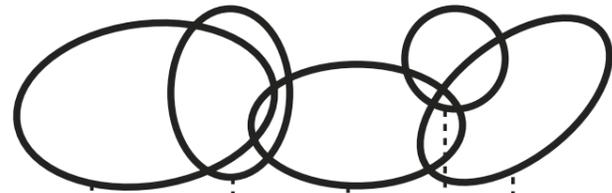
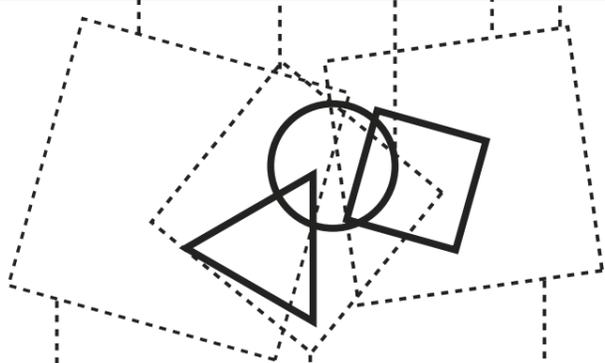




values

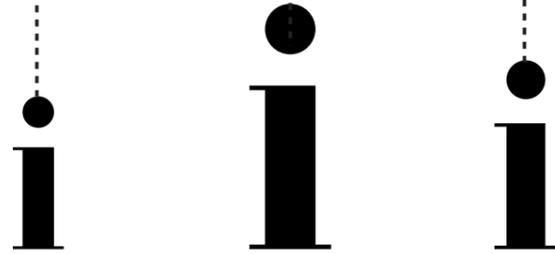


concerns

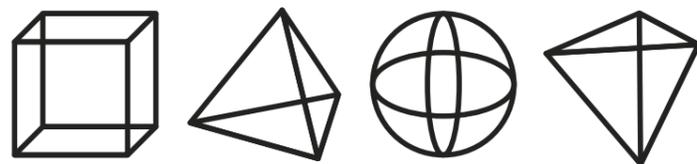


events

frames



issues



facts

designability?

Which **values** can you identify in the stakeholders' world?

Which **concerns** drive the stakeholders' frames of mind? Can you influence them?

Which **events** are experienced by the stakeholders?
Can you design alternatives?

Which **frames** are used by the stakeholders?
Can you design alternatives?

Which **issues** drive the stakeholders' frames of mind? Can you influence them?

Which **facts** can you identify in the stakeholders' world?