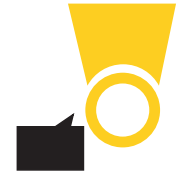


end-user



end-user

psychologist



psychologist

manager



manager

designer



designer

- Build-up process:** take into account the previous steps and decisions.
- Outcome-driven process:** write down the outcome of each step.
- Inspire from the cards** and re-use them in each step.
- Roles:** reflect based on roles. **Iterate** among steps, if you want.
- Each step lasts 15 min.**

**General Rules**



**Use-oriented role, focuses on the applicability of designs.**

- Build-up process:** take into account the previous steps and decisions.
- Outcome-driven process:** write down the outcome of each step.
- Inspire from the cards** and re-use them in each step.
- Roles:** reflect based on roles. **Iterate** among steps, if you want.
- Each step lasts 15 min.**

**General Rules**



**Motives-oriented role, focuses on analysis of human factors.**

- Build-up process:** take into account the previous steps and decisions.
- Outcome-driven process:** write down the outcome of each step.
- Inspire from the cards** and re-use them in each step.
- Roles:** reflect based on roles. **Iterate** among steps, if you want.
- Each step lasts 15 min.**

**General Rules**



**Management-oriented role, focuses on how to organize the outcome of each step.**

- Build-up process:** take into account the previous steps and decisions.
- Outcome-driven process:** write down the outcome of each step.
- Inspire from the cards** and re-use them in each step.
- Roles:** reflect based on roles. **Iterate** among steps, if you want.
- Each step lasts 15 min.**

**General Rules**



**Design-oriented role, focuses on how to design the outcome of each step.**



