

List your design criteria (design specs) and quantify as many of them as possible (don't ignore qualitative criteria). The goal of this exercise is to help you understand the design requirements, to make your design goals explicit, and to give you a detailed list of criteria that you can use to analyze and compare your design alternatives.

Design Criteria	Importance	Target Value	Units



Write a short story of a user in the environment that your product will be used in. Give it some thought, and use details about the environment and the user. (Are there distractions around? Might the user have something else on his mind? Are her kids nagging her? Is the user a worker performing a repetitive or monotonous task?) If appropriate, describe the problem, difficulty, or aggravation that the user is facing (this should be the problem that you are trying to solve). The goal of this exercise is to help you to see the situation from the user's point of view. Keep this scenario around and refer to it as you explore design alternatives. The scenario will also illustrate the need for your product, and it will highlight important issues that your product should address. These exercises can help you to avoid large oversights that can lead to a poor, difficult to use, or useless product.

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