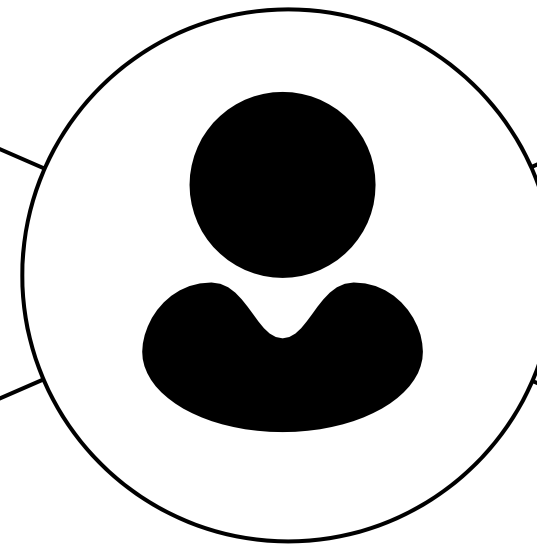


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

First stages(concept)
are crucial for
propagation

Design project
is a sequence
of phase/
stages

Technical
areas know

priorities
between
projects are
dynamic

You must be
sure the
project scope
is achieved

Practice
what you
learn

Project
directory

Different
approaches
and practices

Successes
of other
people

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Weekly
project
meeting

We must
cover the
checklist

Assignments

PAIN

fears
frustrations
obstacles

Lack of
leisure
time...

Stressed
about
dead lines

Limitation
on the
equipment
used

GAIN

"wants" / needs
measures of success
obstacles

Project
deadlines
and scope

Greater
vision of
the project

More
knowledge