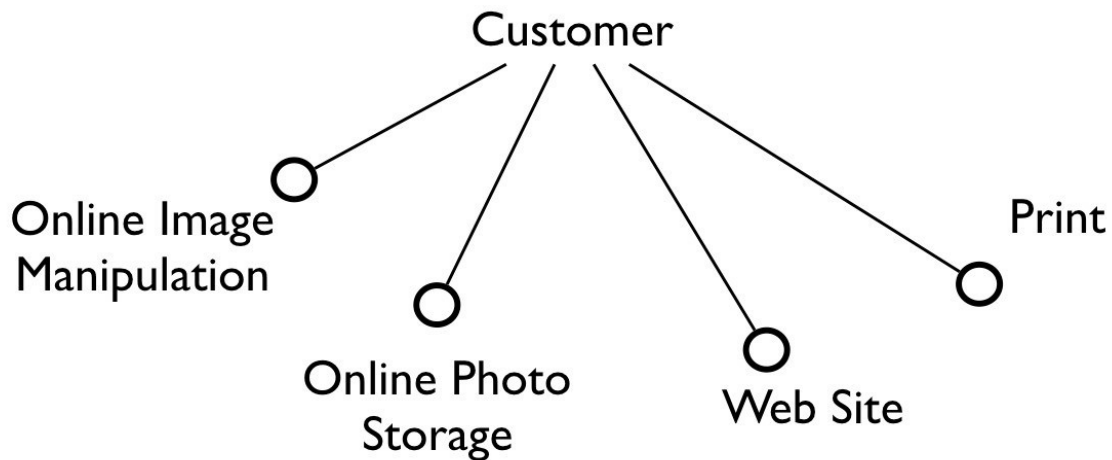


they find difficult in describing. These are important. Don't ignore them just because you don't provide them at this time. Back in 2005, our user needs for the online photo service included such things as sharing photos online with other users. This required us to have a *capability* such as the storage of digital photos and a web site to upload and share them with others. These capabilities are your highest level components and the manifestation of your user needs. For us, that included the storage of digital photos, manipulation of images (removal of red-eye, cropping), sharing of images via the web site and printing to physical products from photos to mouse mats. This is shown in figure 13.

Figure 13 — User needs.



Step 2 — Value Chain