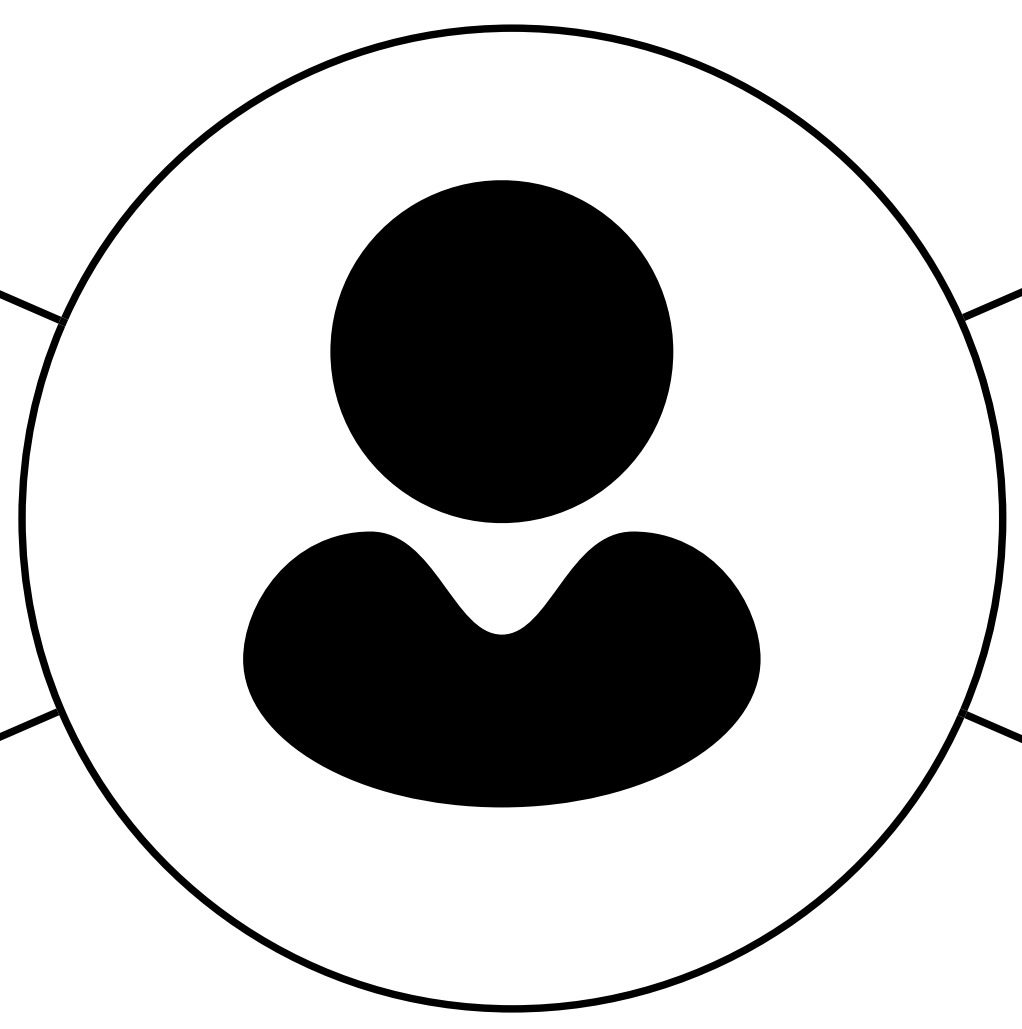


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Technical Areas Know How Group Experience
- Design Project Is A Sequence Of Phases/ Stages
- First stages are crucial for progression

What do they
HEAR?

what friends say
what boss say
what influencers say

- you must be sure the product scope is achieved
- priorities between projects are dynamic
- we may need to renegotiate this deadline

What do they
SEE?

environment
friends
what the market offers

- project directory
- change of scope and priority
- project stages,activities ,templates for activities.

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- information on current condition system
- we have to be prepared for the next gate
- we must cover the check list.

PAIN

fears
frustrations
obstacles

- high level requirements change during projects
- resources are allocated in mini projects
- must remind responsible ones for deliverables to be done

GAIN

"wants" / needs
measures of success
obstacles

- project deadlines and scope
- good for incremental projects
- comfortable.