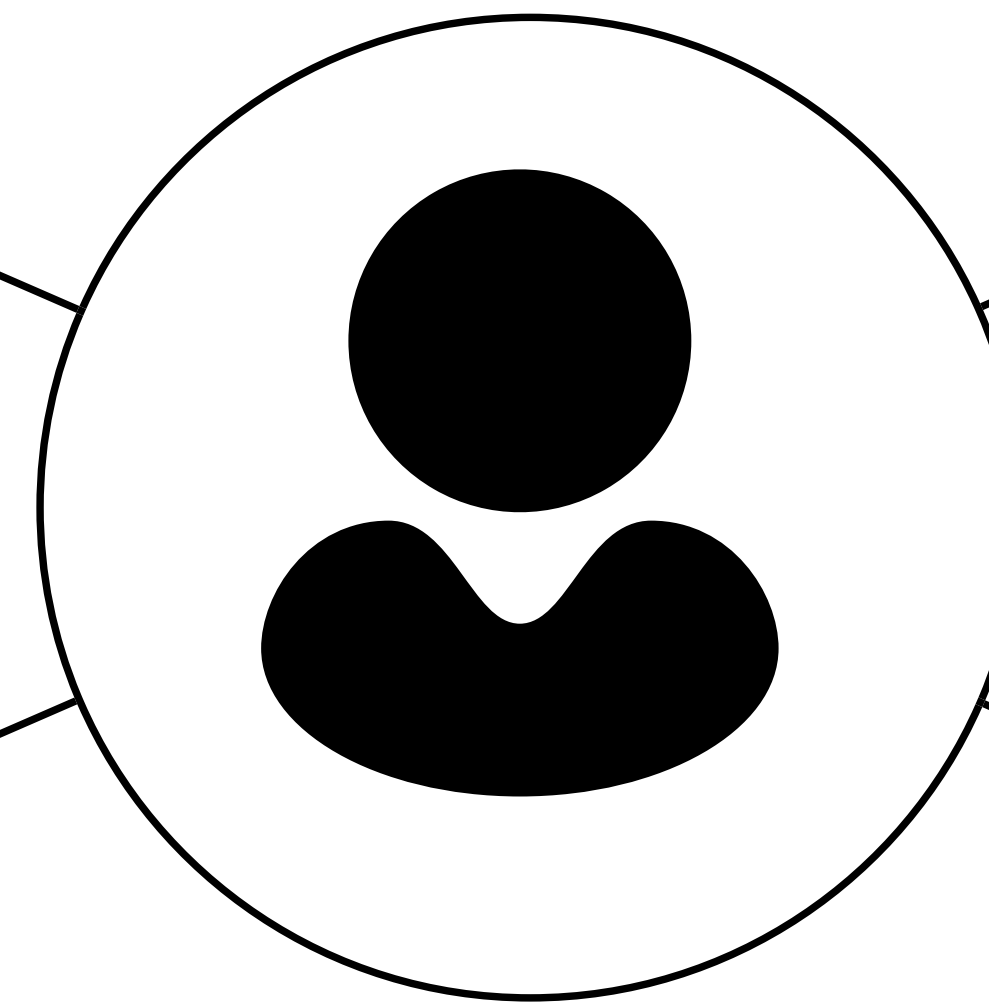


What do they THINK AND FEEL?

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