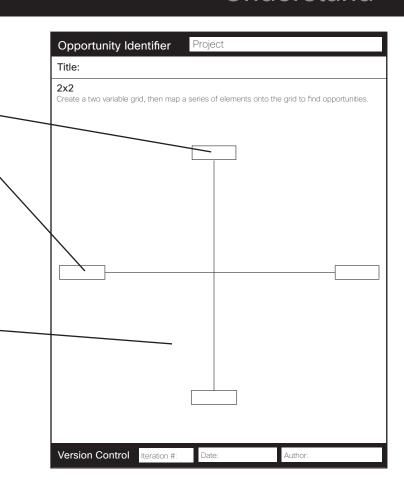
Determine Variables

Pick two variables to rate a series of elements on. For instance, to organize a to-do list, you might choose the variables (due soon - due later) and (not important - important). Pick variables that pertain to your project and might reveal useful information about unfilled needs.

Plot Elements

Plot every element you have on this chart. Look for empty areas to identify opportunities and areas where you may be able to make a difference. You can also use this to prioritize elements, for instance with the example above, due soon and important tasks would be easily visible.



Why

This 2x2 grid is an extremely versatile and useful design tool. While it is often used to identify opportunities, it can also be used for a number of other things including discovering trends, prioritizing data, and anything else you can imagine. If you are stuck on a project, try using this framework in new and creative ways to fuel new ideas.

What came before?

Observation Interview Contextual Inquiry

What's next?

Ideation Persona Variable Map Research Affinity Group

Tips

It takes some practice to pick variables that make a good framework.

This can be used at almost any part of the design process for almost anything where you need to compare two aspects of something.