

**To Theorize ...**

**Observation helps understand and define  
problem space and target audience**

# Creative Constraints

## Constraint

*/kən'strānt/*

the state of being checked, restricted, or compelled to avoid or perform some action.

— *Merriam Webster*

## Creative Constraint ?

a creative constraint is specific and deals with a particular dimension or aspect of what might be possible. It enlightens tangible, useable and valuable solution.

