Reframing

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A Frame
A perspective, or viewpoint

"Even though frames define what count
as data, they themselves actually shape
the data (for example, a house fire will
be perceived differently by the
homeowner, the fire fighters,
and the arson investigator)."

Klein, Moon & Hoffman

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Reframing
Forcing a shift in semantic perspective in order to see things in a new way.

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Forcing a [shift](#) in semantic perspective in order to see things in a new way.

Reframing
Forcing a shift in <u>semantic perspective</u> in order to see things in a new way.

Reframing

Forcing a shift in semantic perspective in order to see things in a new way.

Reframing
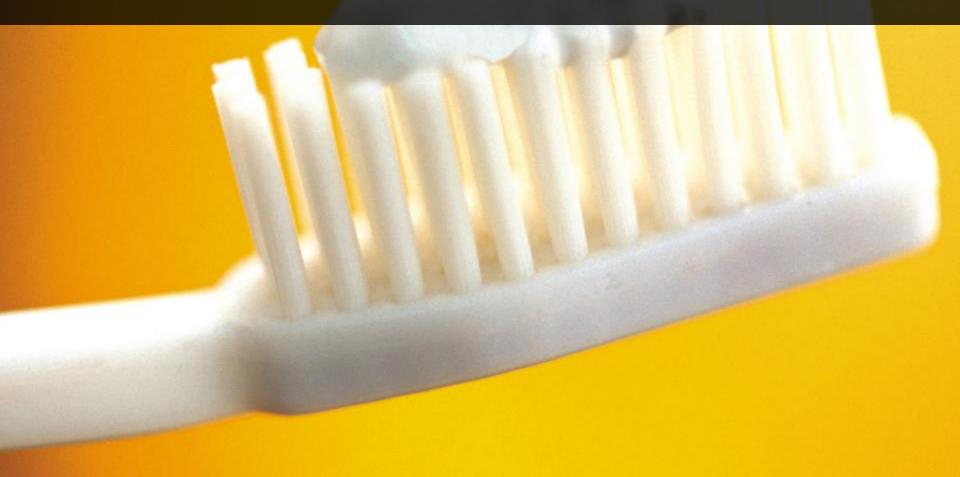## Forcing a shift in semantic perspective in order to see things in a new way.

REFRAMING/

1. "Re-embeds" a product, system or service in a new (and not necessarily logical) context
2. Explores associations and hidden links to and from the center of focus
3. Posits a "what if" scenario implicitly
4. Is primarily semantic (a tool for cognition)
5. Encourages empathy
6. Forces understanding of the various touchpoints
7. Identifies implications and insights

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Consider a toothbrush ...

environment

in the bathroom

perspective

consumer

embodiment

object

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environment

in the bathroom

perspective

consumer

embodiment

object

reframed in a
new environment:

primary user goal:

implications and insights:

environment

perspective

embodiment

in the bathroom

consumer

object

reframed in a
new environment:

primary user goal:

implications and insights:

In the kitchen		
At a conference		
In an airplane		

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environment

perspective

embodiment

in the bathroom

consumer

object

reframed in a new environment:

primary user goal:

implications and insights:

In the kitchen	Remove food	Teeth cleaning should allow for a way to quickly get pieces out of hard to reach places, and shouldn't require a mirror
In an airplane	Remove smells	Provide a way to quickly and nonchalantly freshen breath in close quarters and without being offensive to other passengers
At a conference	Remove lettuce before giving a talk	Teeth cleaning should include some form of sharp picking object, and should clearly indicate when you missed a chunk

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environment
in the bathroom

perspective
consumer

embodiment
object

reframed from a
new perspective:

primary user goal:

implications and insights:

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environment

perspective

embodiment

reframed from a
new perspective:

primary user goal:

implications and insights:

dentist

hotel housekeeper

Blind date

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perspective

**reframed from a
new perspective:**

primary user goal:

implications and insights:

dentist	Clean teeth & prevent future problems	Teeth cleaning should be as rigorous as possible, and should be "future proof" for some period of time
hotel housekeeper	Clean the hotel room	Teeth cleaning should have as small a disposal footprint as possible, and shouldn't generate any extra work, trash, or waste
Blind date	Look attractive	There should be a way to casually alert the date that they have something nasty in their teeth.

environment

perspective

embodiment

in the bathroom

consumer

object

reframed as a new
embodiment:

primary user goal:

implications and insights:

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environment

in the bathroom

perspective

consumer

embodiment

object

reframed as a new embodiment:

primary user goal:

implications and insights:

A Plant		
A Spray		
A Service		

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environment
in the bathroom

perspective
consumer

embodiment
object

reframed as a new embodiment:

primary user goal:

implications and insights:

A Plant	Clean teeth while feeling closer to nature	There should be a plant with teeth cleaning properties, that can live peacefully in one of the aforementioned environments
A Spray	Clean teeth quickly without friction	A portable spray should freshen breath but should also clean teeth; instant or quick acting timeframe, through a fine mist.
A Service	Gain "dentist visit" cleanliness in between visits	Provide a quick-stop for interim dentist appointments – at the mall. Should be trustworthy and clean; legal implications...

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Reframing

1. **Identify the product, service or system that is being reframed.**
   It's not always what your client asked for. Try to articulate the entity in a succinct statement.

Reframing

2. **Create blank reframing charts on large paper.**

   Create three charts, one each for environments, users, and embodiments.

   reframed as a new environment: primary user goal: implications and insights:
   _____

   reframed as a new environment: primary user goal: implications and insights:
   _____

   reframed as a new environment: primary user goal: implications and insights:
   _____

Reframing

3. **Free associate new items for the left column of each chart.**

   Work on all three charts at once. There are no bad ideas: criticism is completely suspended.

Reframing

4. **Begin to fill in Primary Goal for all items in all charts.**

   Try to paint a picture of a credible story; judge responses and add criticism as appropriate, but only in relationship to the primary goal column.

Reframing

5. **Begin to fill in the Implications and Insights column in all charts.**

   There are no bad ideas; criticism is completely suspended. An item can generate more than one implication or insight; if it does, create a new row to capture it.

Reframing

6. **Extract implications and insights that are relevant.**

   Consider the specific constraints of your project, and list the new implications or insights that you've identified: these can then be integrated with the rest of your design criteria.

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