Identify Problem & Motivate	**Define Objectives of a Solution**	**Design & Development**	**Demonstration**	**Evaluation**	**Communication**
Define Problem	*What would a better artifact accomplish?*	*Artifact*	*Find suitable context*	*Observe how effective, efficient*	*Scholary publications*
Show Importance			*Use artifact to solve problem*	*Iterate back to design*	*Professional publications*