Predictable	Expected	Surprising
Lack of clarity or priority for goals	Validating whether/how the audiences' goals align with the business	Research could identify a new opportunity that moves the business forward
Defining features without enough contextual understanding	Conducting discovery research to learn more	Research could show that the problem is far simpler than originally thought
Excluding a primary audience due to conflicting needs	A/B testing to identify what might work for two audiences	Research could identify a third audience
Failing to communicate system status	Trying different ways to communicate system status	Research could show that people need a second piece of information with the status
Mousing all over the screen as part of a frequent workflow	Identifying which parts of the workflow are confusing	Research could show that the workflow should be split into two chunks