Problem,	'Chal	lenge
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Irritation

Chance/Opportunity

Knowledge/Experience

	High/Broad Conceptual Level							Low/Narrow
Lifecycle Stage	Process	Concept	Design Pattern	Framework	Library	API	Algorithm	Syntax

Problem/Challenge	
Irritation	
Chance/Opportunity	
Knowledge/Evnerience	

	High/Broad				Conceptual Leve	Low/Narrow			
Benefit	Lifecycle Stage	Process	Concept	Design Pattern	Framework	Library	API	Algorithm	Syntax
Reliability									
Scalability									
Security									
Simplicity									
Stability									
Supportability									
Testability									
Usability									

PICK a Topic Problem/Challen Irritation Chance/Opportu	Po	oint A		
Knowledge/Expe				
	High/Broad			
	Lifecycle	Process	Concept	Design
	Stage			Pattern
Benefit				
Compatibility				
Point B				

Benefit Compatibility Point B How		Lifecycle Stage	Process	Concept	Design Pattern	Framework	Library	API	Algorithm	Syntax
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Operability	Operability									
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Optimization	Optimization									
Performance Performance	Performance									
Portability Portability	Portability									
Quality	Ouglity									
Quality	Quality									

Conceptual Level

Low/Narrow

