

## GOAL

WHAT DO YOU WANT TO DO?

## OBSERVATIONS

WHAT EXISTS ALREADY?

## BOUNDARIES

WHAT MIGHT STOP YOU?

## EVALUATE AND TWEAK

HOW WILL YOU MEASURE SUCCESS?  
WHAT WOULD YOU DO DIFFERENTLY  
IF YOU DID IT AGAIN?  
HOW MIGHT YOU LEARN AS YOU GO  
ALONG?

GOBRADIMET

## RESOURCES

WHAT MIGHT HELP YOU?

## MAINTAIN

WHAT DO YOU NEED TO  
KEEP GOING WITH YOUR  
PLAN?

## ANALYSIS

WHAT CAN YOU LEARN ON  
THE BASIS OF THE DATA  
THAT YOU HAVE  
GATHERED?  
HOW CAN THIS ANSWER  
YOUR ORIGINAL QUESTION?

## DESIGN

THE BIG IDEA!

## IMPLEMENT

WHAT DO YOU  
NEED IN ORDER  
TO MAKE YOUR  
IDEA HAPPEN?