

About this activity:

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

Before Starting This Activity:

**Required:** Participants should understand the product, service, or system that is being reframed.

**Preparation:** Create reframing charts (see step 2).

Activity Details:

-   Is an individual and/or group activity
-  Takes several hours to complete
-  Materials required:
  - Large paper

**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.

**2** Create blank reframing charts on large paper. Create three charts, one each for environments, users, and embodiments.

Environment		
reframed in a new environment:	primary user goal:	implications & insights:

Perspective		
reframed in a new perspective:	primary user goal:	implications & insights:

Embodiment		
reframed in a new embodiment:	primary user goal:	implications & insights:

**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.

**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.

**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.

**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.

*Reframing:*

- is best done in groups
- generates lots of ideas in a short time
- requires large paper
- is best used when redesigning or reimagining an existing tool or system