## 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.
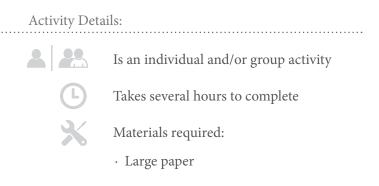
**5**

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