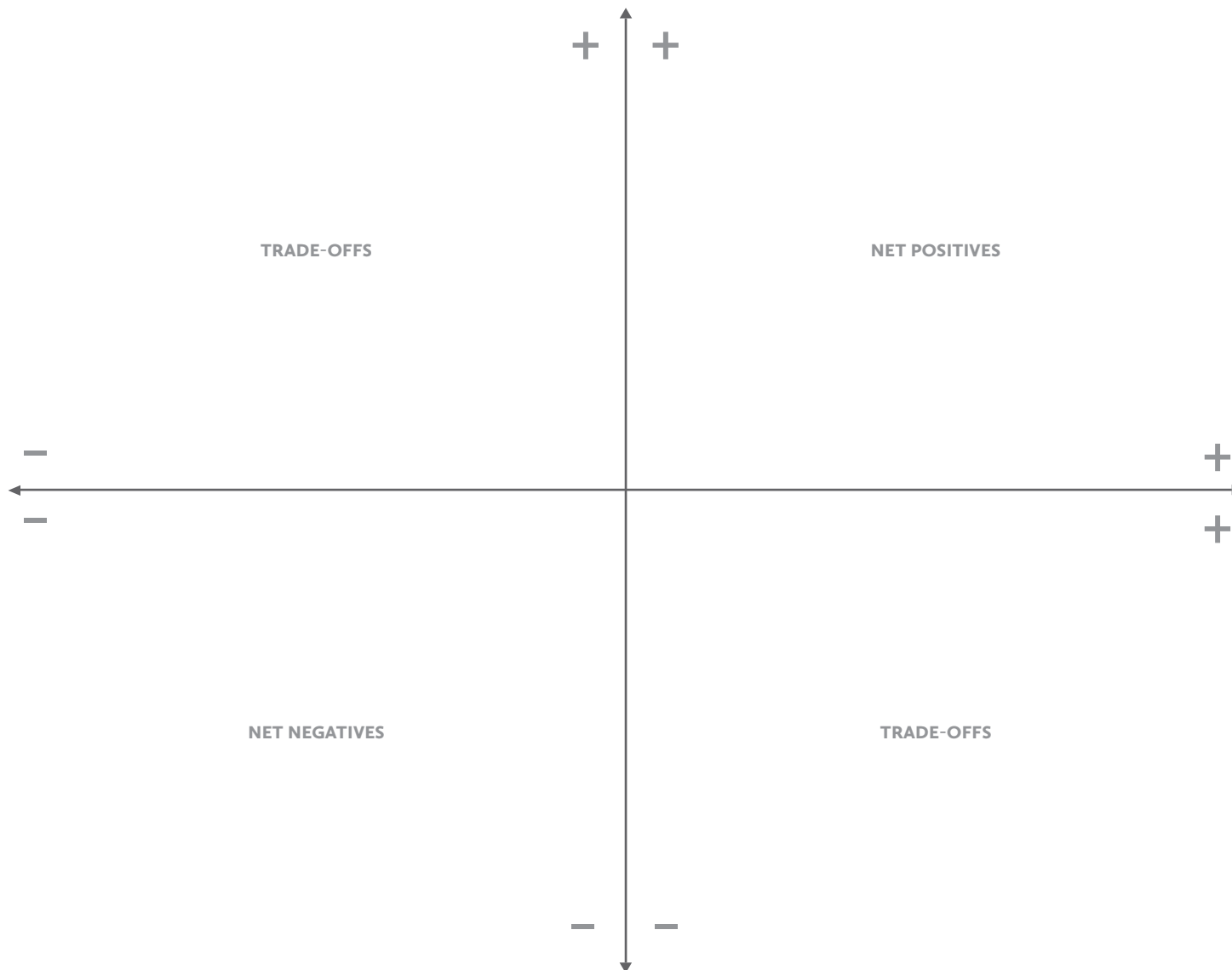


TRADE-OFFS: POSITIVES & NEGATIVES



GOOD FOR

- UX
- Development

GOOD WHEN you need to illustrate benefits and consequences of decisions when aligned with certain goals.

TRY TO determine two strategic groups (ex. business goals vs. user goals) and then weigh the positives and negatives of the goals. Place the goals in their appropriate quadrant.

SOURCE: Kevin Vigneault and Viget Labs