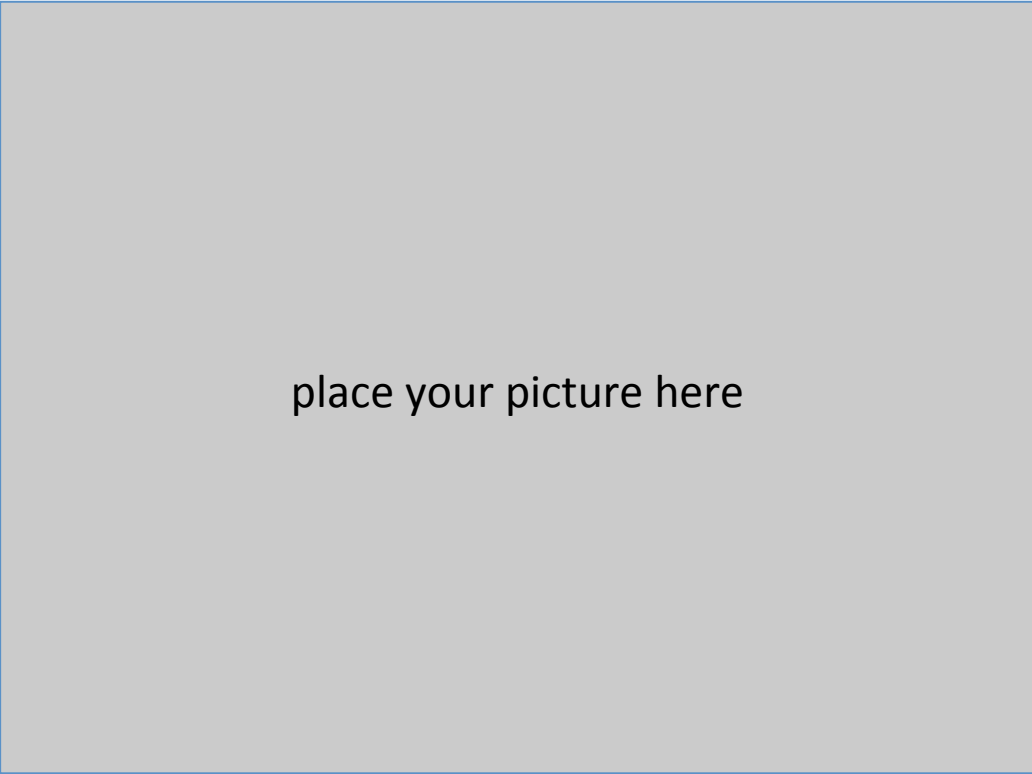


observation

team: write your team name here

location: write where observation was made here

issue: describe the issue here



place your picture here

user adaptation:

describe how users make adaptations/compensate for issue here

product opportunity:

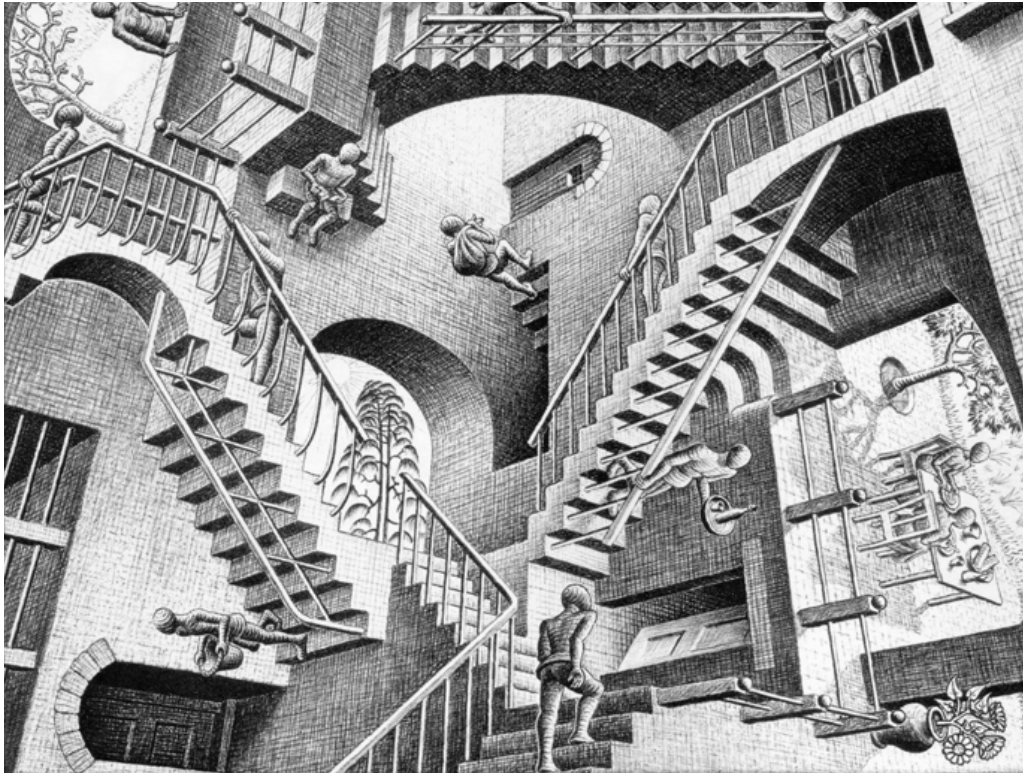
write what you think the product opportunity is here

observation (example)

team: myteam

location: MIT Stata center

issue: visitors getting lost in the building



user adaptation:

enter offices randomly to
ask for directions

product opportunity:

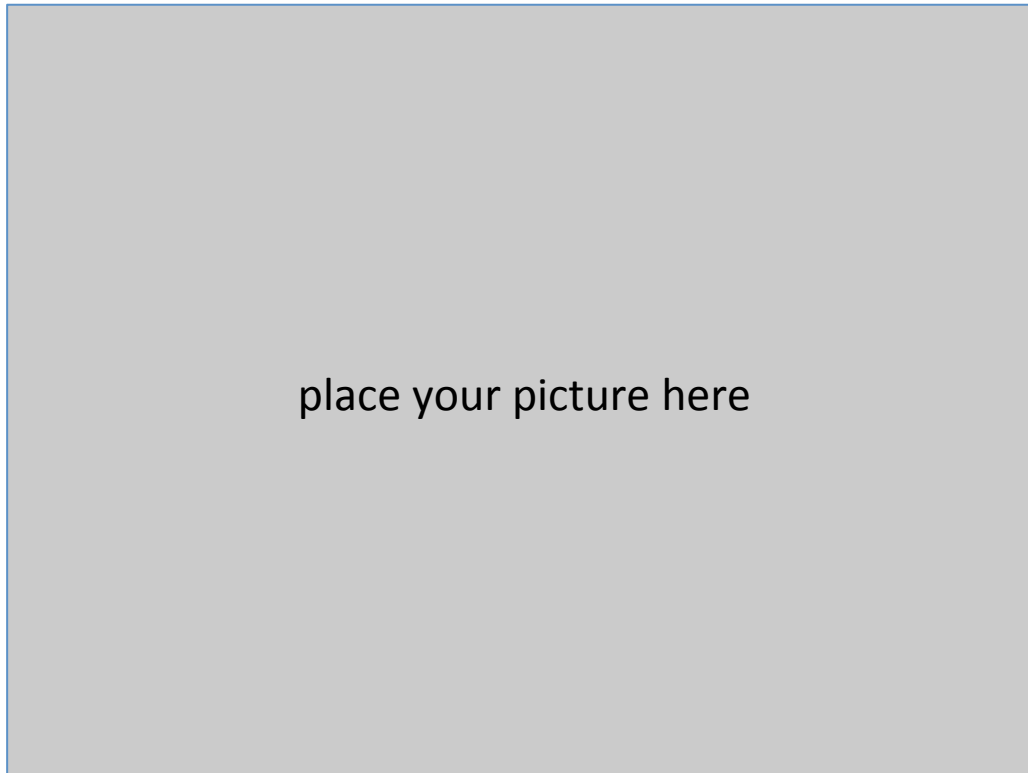
mobile map application
for walking directions
inside MIT buildings

observation

name:

location:

Issue:



user adaptation:

product opportunity:

Prototype

name:

name of product/prototype:

description of your solution/idea:

description of your prototype: