

# *What kind of problem are you trying to solve?*

## **Information Problem**

## **Experience Problem**

## **System Problem**

Design at broader levels requires greater **context**.  
Design at narrow levels derives from broader **context**.

**Task-oriented design**  
examines the specific context  
in which an interaction is  
completed.

**Goal-oriented design**  
examines the broader goals  
that drive the completion of  
the interaction.

**System-oriented design**  
examines the socio-cultural  
forces that frame  
the need for the interaction.

*What information do you need?*

*What experience do you need?*

*What life-cycle (experience over time) do you need?*