

# Strategies Chooser Chart

<i>Strategy</i>	<i>Comments</i>				
<b>Identifying needs and likes</b>					
Observing people	B				
Interviewing	B				
Looking in books and magazines	B				
PIES	B				
Looking at aesthetics; style, colour, feel, space and harmony	B				
Image boards	B				
<b>Using briefs and specifications</b>					
Writing design briefs	B				
Writing specifications	B				
<b>Generating design ideas</b>					
Brainstorming	B or M				
Observational drawing	B or M				
Making connections	B or M				
Attribute analysis	B or M				
<b>Modelling</b>					
Modelling appearance	M				
Modelling performance	M				
Modelling with computers	M				
Using a systems approach					
Planning tools	B or M				
Evaluating by user trip	E or B				
Evaluating by winners and losers	E or B				
Evaluating by performance specification	E or B				
Evaluating by appropriateness	E or B				

Key: B = beginning

M = middle

E = end

= short to long (for time)

= simple to complex

= one other to many (people)