## Strategies Chooser Chart

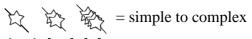
Strategy	Comments			
Identifying needs and likes				
Observing people	В		X	
Interviewing	В		X	
Looking in books and magazines	В		X	
PIES	В		X	
Looking at aesthetics;				
style, colour, feel, space and harmony	В		X	
Image boards	В		X	
Using briefs and specifications				
Writing design briefs	В		X	
Writing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

Key: B = beginning

M = middle

E = end

= short to long (for time)



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