

Instructions:

1. Determine attributes

Establish what attitudes, beliefs, or behaviors will be evaluated.

2. Establish scale

Determine what are the extremes (or poles) for each attribute.

3. Define users

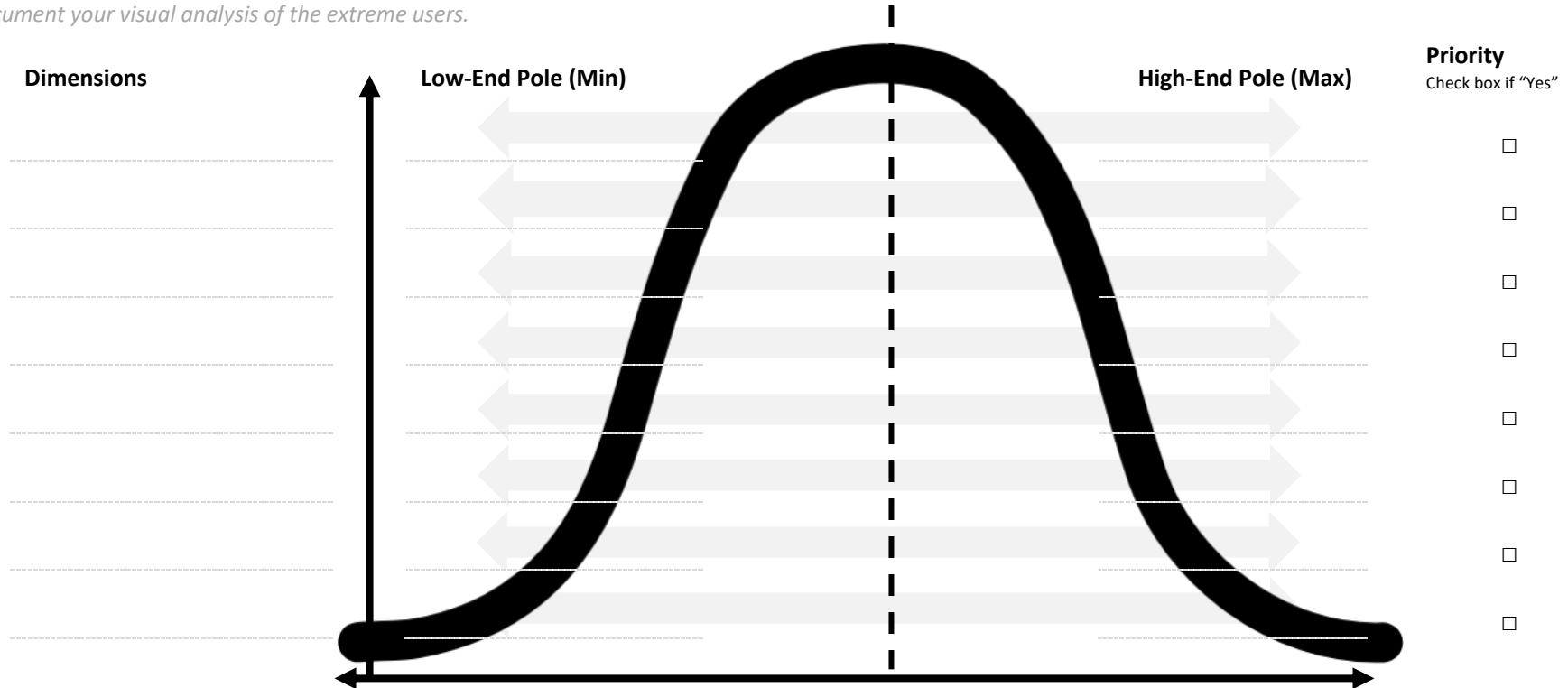
Describe who the average user, extreme user, and lead user are.

4. Document insights

Capture insights that help to design more inclusive and effective solutions.

Spectrum of Users:

Document your visual analysis of the extreme users.



Key Findings and Trends:

Explain what insights were gained from studying the differences and commonalities between the average users and the extreme users.

What insights from the extreme users can be applied to the solution?

Enter findings and trends