map of dilemmas

After capturing a dilemma, designers can use the model of dilemmas as a reference tool to better understand the dilemma by filling in the missing ingredients.

A

Concern title A

Why is choosing A important for this person?
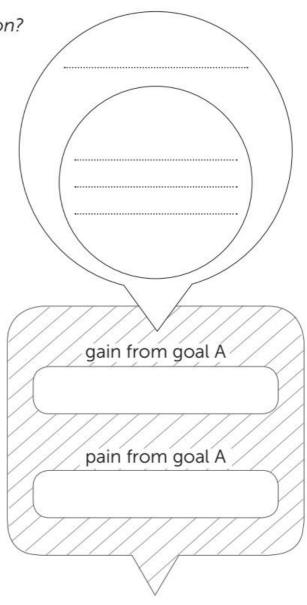
Concern A

How can you formulate a concern statement for goal A?
(tip: I want to ...)

Mixed emotions A

Which positive emotion would the person experience due to the fulfilment of goal A (i.e. gain from goal A)?

Which negative emotion would the person experience due to the violation of goal B (i.e. pain from goal A)?

(tip: get help from the emotion lists on www.emotiontypology.com)

gain from goal A

pain from goal A

Choice A

What could be one of the choices the person has in this situation?

B

....

....
....
....

gain from goal B

pain from goal B

....

Concern title B

Why is choosing B important for this person?

Concern B

How can you formulate a concern statement for goal B?
(tip: I want to ...)

Mixed emotions B

Which positive emotion would the person experience due to the fulfilment of goal B (i.e. gain from goal B)?

Which negative emotion would the person experience due to the violation of goal A (i.e. pain from goal B)?

(tip: get help from the emotion lists on www.emotiontypology.com)

Choice B

What could be one of the choices the person has in this situation?