

# 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](http://www.emotiontypology.com))*

### Choice A

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

The diagram illustrates the 'map of dilemmas' model for choice A. It features a large circle at the top with a dotted line for a title and a central area with four dotted lines for a concern statement. Below this is a shaded rectangular box containing two rounded rectangular input fields. The top field is labeled 'gain from goal A' and the bottom field is labeled 'pain from goal A'. A dotted line at the bottom of the page is intended for 'Choice A'.

# 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](http://www.emotiontypology.com))*

## Choice B

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

gain from goal B

pain from goal B

.....