

# Dilemmas Tool Kit

**¿ Para que nos sirve esta  
herramienta ?**

Familiarizarse con el pensamiento de dilemas e identifique una serie de dilemas inspiradores con los que diseñar.

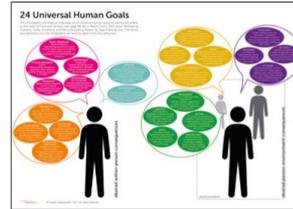
# Contenido



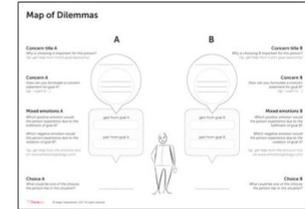
Tarjetas de metas



Tarjetas de productos



24 metas universales humanas



Mapa de dilemas

**USO**



Tarjetas de  
metas

Tarjetas de metas



1



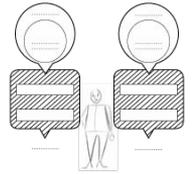
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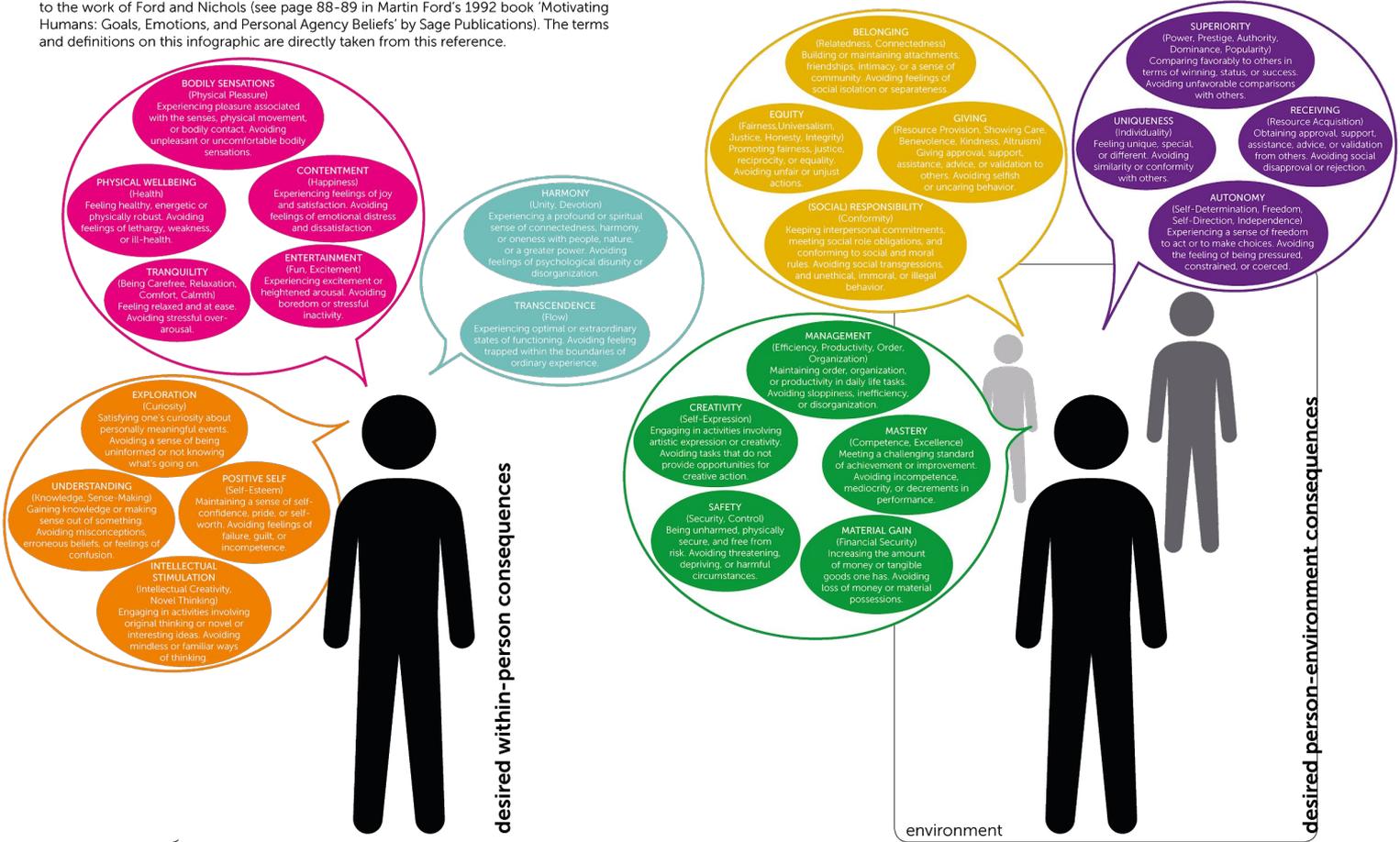
4



Explore las tarjetas en equipo (idealmente 2-4 personas), y una vez listo, deje que cada equipo miembro elige una tarjeta.

# 24 Universal Human Goals

This infographic provides an overview of 24 universal human goals clustered according to the work of Ford and Nichols (see page 88-89 in Martin Ford's 1992 book 'Motivating Humans: Goals, Emotions, and Personal Agency Beliefs' by Sage Publications). The terms and definitions on this infographic are directly taken from this reference.



# BIENESTAR FÍSICO



Feeling healthy, energetic or physically robust. Avoiding feelings of lethargy, weakness, or ill-health.



## PHYSICAL WELLBEING



# HARMONY



Experiencing a profound or spiritual sense of connectedness, harmony, or oneness with people, nature, or a greater power. Avoiding feelings of psychological disunity or disorganization.



HARMONY



# EXPLORATION



Satisfying one's curiosity about personally meaningful events. Avoiding a sense of being uninformed or not knowing what's going on.



# EXPLORATION



# AUTONOMY



Experiencing a sense of freedom to act or to make choices. Avoiding the feeling of being pressured, constrained, or coerced.



# AUTONOMY



# MATERIAL GAIN



Increasing the amount of money or tangible goods one has. Avoiding loss of money or material possessions.



# MATERIAL GAIN



# GIVING



Giving approval, support, assistance, advice, or validation to others. Avoiding selfish or uncaring behavior.



# GIVING



Tarjetas de metas



1



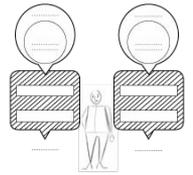
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4



Tómese un tiempo individualmente para escribir **tres asociaciones personales** que tienes con este objetivo: **qué tipo de actividades ayudarían lograr este objetivo?**

Tarjetas de metas



1



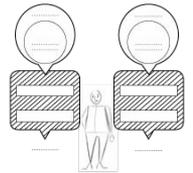
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3



4



**Empareje su tarjeta con la tarjeta de un miembro del equipo. Utilizando su experiencia personal y su pericia en la investigación de usuarios, desafíen a los demás para formular un dilema hipotético: ¿Pueden pensar en una situación en la que estos dos objetivos puedan entrar en conflicto?**

Tarjetas de metas



1



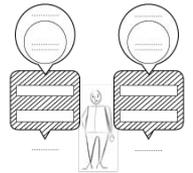
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4



Consulte el **mapa de dilemas** (parte del kit de herramientas) para refinar las preocupaciones, emociones, y opciones que pueden asociarse con el dilema que formuló.

# Map of Dilemmas

## A

### Concern title A

Why is choosing A important for this person?  
(tip: get help from Ford's goal taxonomy)

### 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 fulfillment of goal A?

Which negative emotion would the person experience due to the violation of goal B?

(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?

.....

gain from goal A

pain from goal A



## B

### Concern title B

Why is choosing B important for this person?  
(tip: get help from Ford's goal taxonomy)

### 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 fulfillment of goal B?

Which negative emotion would the person experience due to the violation of goal A?

(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?

.....

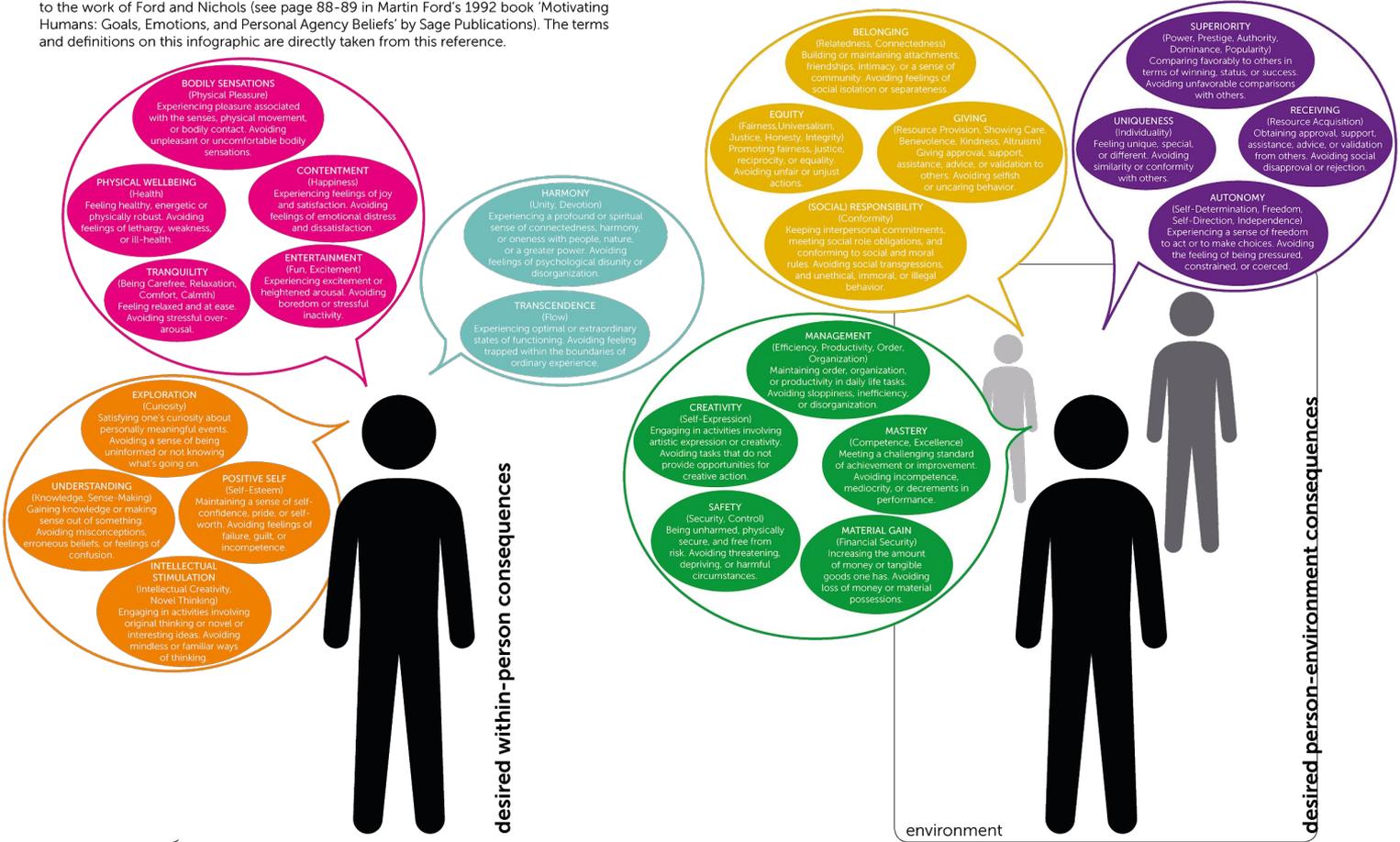
gain from goal B

pain from goal B

**ejemplo**

# 24 Universal Human Goals

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# BIENESTAR FÍSICO

# BODILY SENSATIONS



Feeling healthy, energetic or physically robust. Avoiding feelings of lethargy, weakness, or ill-health.



Experiencing pleasure associated with the senses, physical movement, or bodily contact. Avoiding unpleasant or uncomfortable bodily sensations.

¿En qué situaciones objetivo de "bienestar físico" y de "sensaciones corporales" están en conflicto?



Quiero ir a correr por las mañanas

Quiero relajarme en la cama todo el tiempo que pueda



Quiero cocinar algo saludable

Quiero cocinar algo indulgente



# Map of Dilemmas

## A

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How can you formulate a concern statement for goal A?  
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### Mixed emotions A

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Which negative emotion would the person experience due to the violation of goal B?

(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?

.....

## B

### Concern title B

Why is choosing B important for this person?  
(tip: get help from Ford's goal taxonomy)

### 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?

Which negative emotion would the person experience due to the violation of goal A?

(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?

.....

A diagram for Concern A. It features a large circle at the top with a smaller circle inside, containing three horizontal dotted lines for text. Below this is a rounded rectangular box with diagonal hatching, containing two smaller rounded rectangular boxes. The top one is labeled 'gain from goal A' and the bottom one is labeled 'pain from goal A'. Both have horizontal dotted lines for text.

A diagram for Concern B. It features a large circle at the top with a smaller circle inside, containing three horizontal dotted lines for text. Below this is a rounded rectangular box with diagonal hatching, containing two smaller rounded rectangular boxes. The top one is labeled 'gain from goal B' and the bottom one is labeled 'pain from goal B'. Both have horizontal dotted lines for text.



# Map of Dilemmas

bienestar físico

A

## Concern title A

Why is choosing A important for this person?  
(tip: get help from Ford's goal taxonomy)

Activación

## Concern A

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

Quiero ir a correr por las mañanas

## Mixed emotions A

Which positive emotion would the person experience due to the fulfillment of goal A?

gain from goal A

energético, enérgico

Which negative emotion would the person experience due to the violation of goal B?

pain from goal A

letargo, flojera

(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?

.....

Sensaciones corporales

B

## Concern title B

Why is choosing B important for this person?  
(tip: get help from Ford's goal taxonomy)

Comodidad

## Concern B

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

Quiero relajarme en la cama todo el tiempo que pueda

## Mixed emotions B

Which positive emotion would the person experience due to the fulfillment of goal B?

gain from goal B

relajación

Which negative emotion would the person experience due to the violation of goal A?

pain from goal B

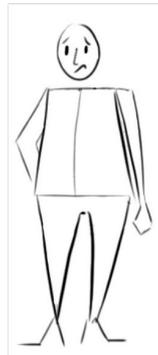
remordimiento

(tip: get help from the emotion lists on [www.emotiontypology.com](http://www.emotiontypology.com))

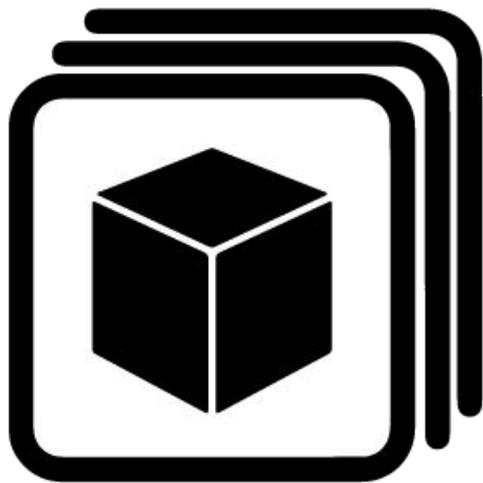
## Choice B

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

.....



análisis de los dilemas, por  
medio de las metas



Tarjetas de  
productos

Cualquier producto puede analizarse desde la perspectiva de los dilemas de las personas.

Los productos están diseñados con la intención de satisfacer las inquietudes específicas de los usuarios.

Esto puede conducir a una mejor comprensión de los dilemas y posiblemente a un mejor rediseño de los productos analizados.

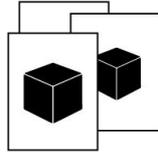
184 tarjetas de producto y una  
tarjeta en blanco



Taxonomía de productos de  
Google  
5428

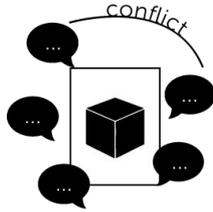


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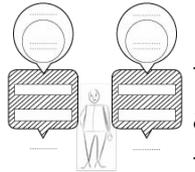


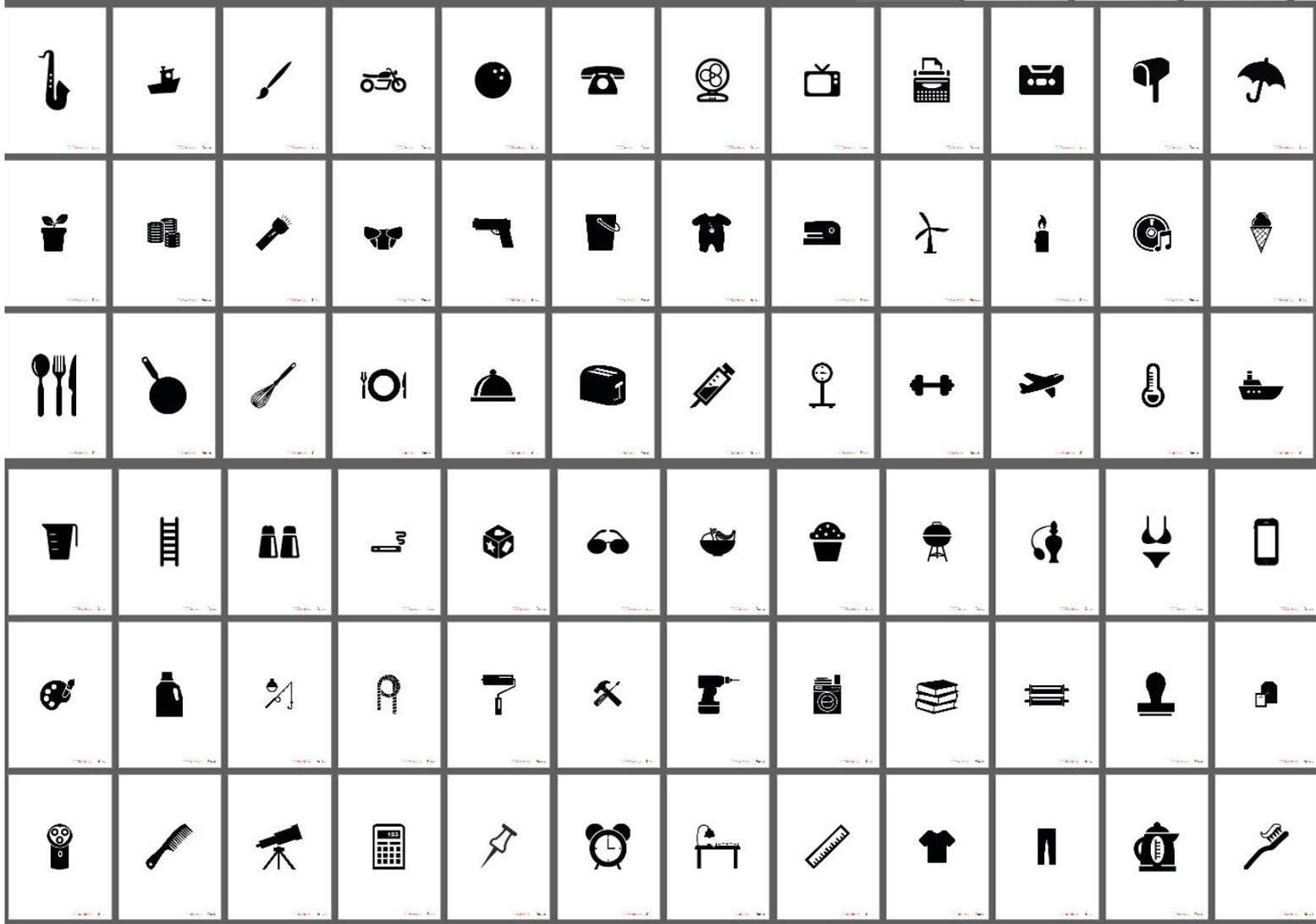
Explore las tarjetas de producto en equipo (idealmente de 2 a 4 personas) y, una vez que esté listo, elija una tarjeta de producto, nuevamente como equipo.

2



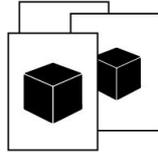
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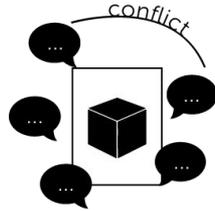




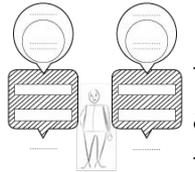
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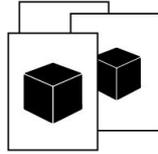
Haga una **lluvia de ideas** sobre las preocupaciones de los usuarios clave que el producto que seleccionó puede cumplir y dañar.

Escríbalos.

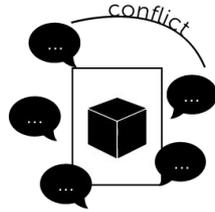
Consejo: intente pensar en términos de diferentes contextos y grupos de usuarios relevantes para este producto. Como equipo, identifiquen aquellas preocupaciones que puedan potencialmente generar conflictos y generar un dilema.



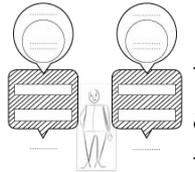
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2



3



Consulte el **mapa de dilemas** (parte de la caja de herramientas) para refinar las preocupaciones, emociones y elecciones que pueden asociarse con el dilema que formuló.

**ejemplo**



¿Cuáles son las principales preocupaciones de los usuarios y se refieren a conflictos que pueden estar asociados con la interacción con auriculares?

Quiero sumergirme en mi  
música

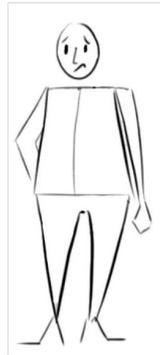
Quiero prestar atención a  
mi entorno



Quiero sumergirme en mi  
música

Quiero prestar atención a  
mi entorno

Usar o no audífonos al andar en  
bicicleta ???



Quiero escuchar  
música con sonido de  
alta calidad

Quiero escuchar  
música con sonido de  
alta calidad



Quiero escuchar  
música con sonido de  
alta calidad

Quiero escuchar  
música con sonido de  
alta calidad

Costo, tamaño ???

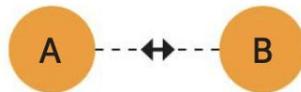


# Toolkit

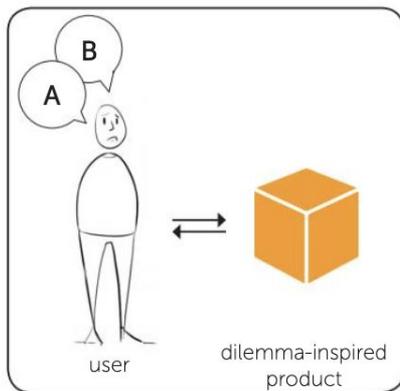
Identificar y definir un dilema

Para luego poder diseñar entorno a como solucionar el dilema

# Resolving Dilemmas



Simultaneously fulfilling conflicting concerns (A & B)

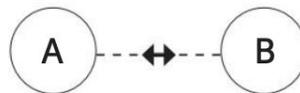


Explicitly prioritizing one concern (A) over the other concern (B)



Moderating Dilemmas

Exposing the conflict between A&B, and thus, emphasizing the dilemma



Triggering Dilemmas