

# STORY & IMAGERY EXERCISE

## PREFACE

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*As we discussed in class, we would like to give you an image-based assignment to do for us before our discussion that centers around your general thoughts about your product. Please do put some thought into the images you select, as we would like them to be truly reflective of your thoughts and feelings.*

*Our goal is to better understand the attitudes and lifestyles of specific groups of product owners. We have found that a fun and informal way of approaching this is through imagery rather than conversation alone.*

*This exercise is not intended to be difficult, and we do not expect you to spend countless hours gathering your images. However, we greatly appreciate the effort that is put into these assignments as it makes for a very interesting discussion.*

*Remember these are your personal impressions, so there are no right or wrong images to select in any of the exercises!*

*Be creative when choosing your images. You may get the images from anywhere you wish, but usually the best places to find images are magazines or on the Internet. Feel free to include digital photo prints or drawings as well. At the top of each page is some space to write a few words to explain what each image represents – please go into as much detail as you are comfortable with. If you need more space for your image(s), please use the reverse side of the page.*

*Please have fun with the assignment. Thanks for your participation, and we look forward to discussing your images with you.*