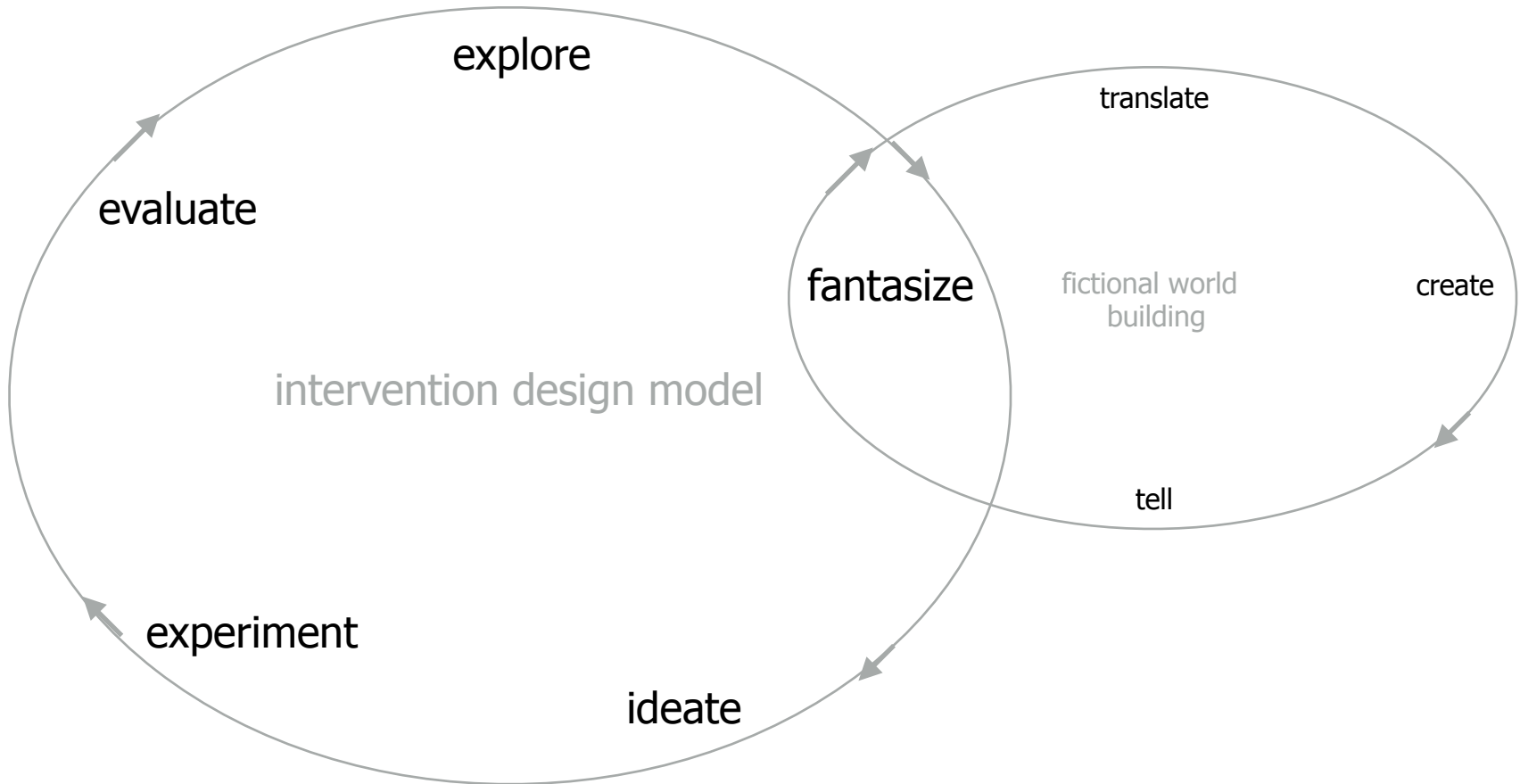




the intervention design model



intervention design

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explore phase: development exploration 1/3

relevant current developments mind map

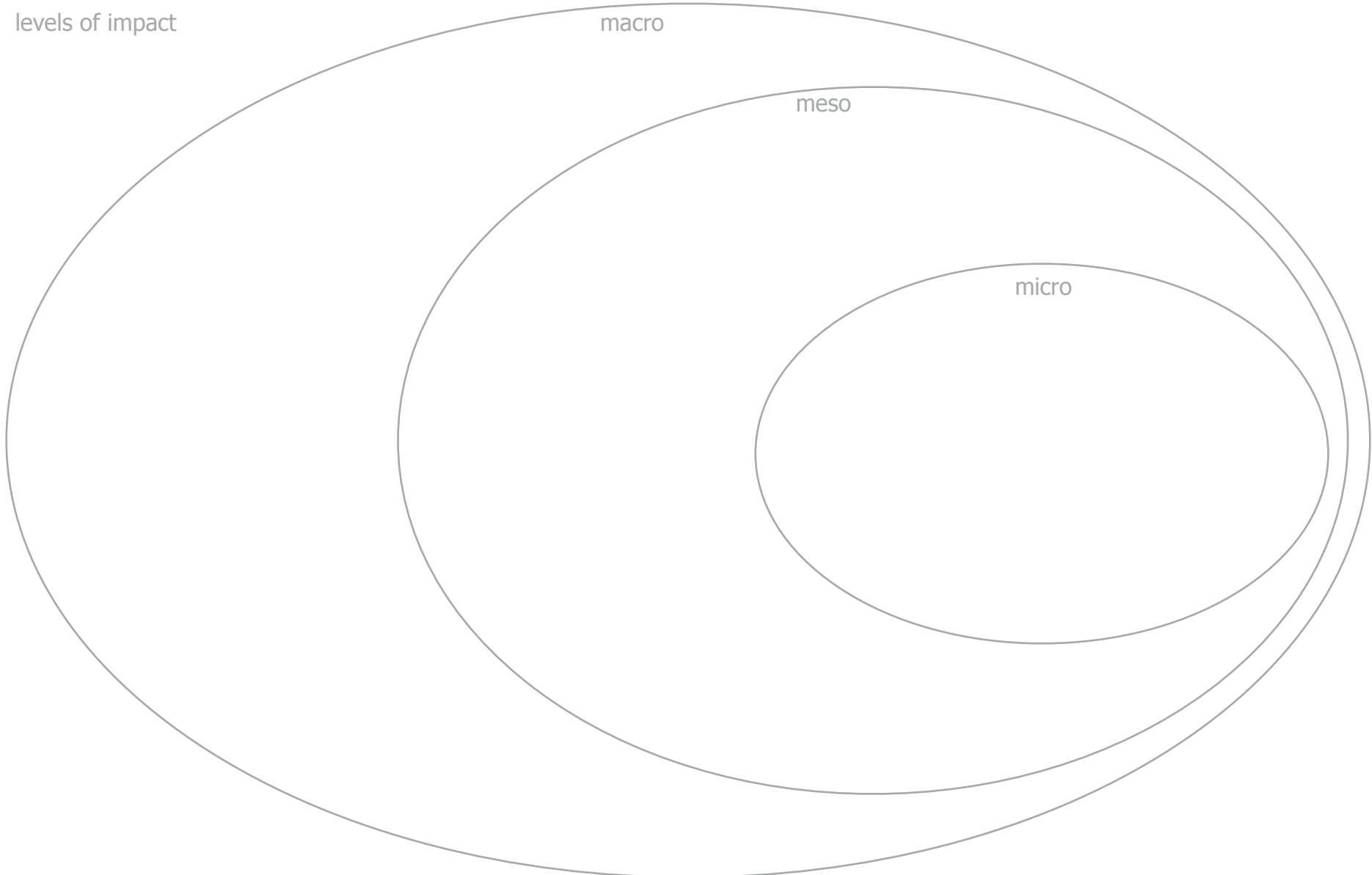
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explore phase: development exploration 2/3

levels of impact



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explore phase: development exploration 3/3

DESCRIBE DEVELOPMENT

DESTEP

DEMOGRAPHIC

ECONOMIC

SOCIAL

TECHNOLOGICAL

ECOLOGICAL

POLITICAL

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fantasize phase: translate (McLuhan's four laws of media tetrad)

ENHANCES

extends, amplifies, enhances some (human) capacity

REVERSES INTO

when pushed to extreme, reverse into opposite intention

MEDIUM

RETRIEVES

retrieves experience or medium from the past

OBSOLESCE

makes an older medium obsolete

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fantasize phase: create world

SHOW YOUR
FICTIONAL WORLD

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fantasize phase: create persona

HARD DATA

INTERESTS + VALUES

SHOW YOUR PERSONA
(DRAW!)

NEEDS + USAGE

GOALS + DREAMS

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fantasize phase: tell story

