

Identifying Extremes

*You can learn a lot from extreme behaviors.
You just need to know where to look for them.*

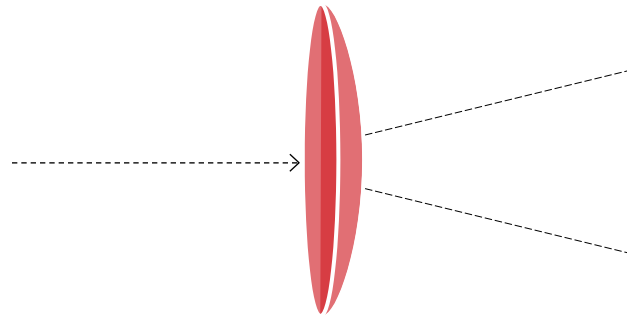
Steps to Identify Extremes

STEP 1

What Lens can you use to identify possible extremes?

Consider:

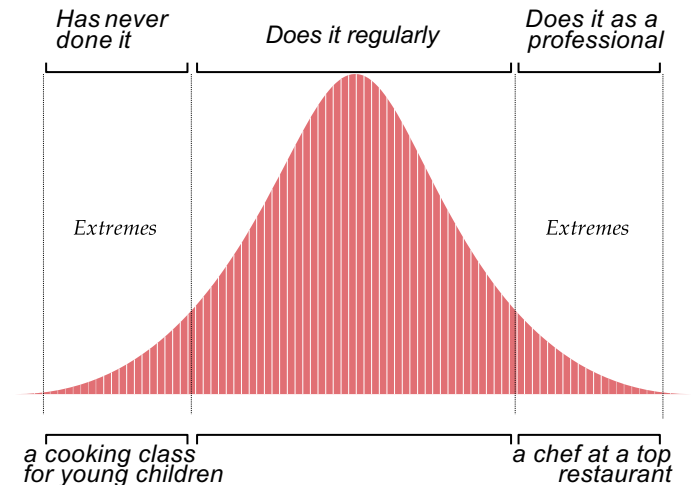
- + Demographics (age, gender, ethnicity)
- + Behaviors (experts vs. newbies)
- + Motivations (what drives someone to do something)



STEP 2

Take your Lens and think about how you can Stretch the edges of that lens to imagine and identify Specific people and behaviors?

STRETCH = LEVEL OF EXPERIENCE



GET SPECIFIC = WHO ARE THESE PEOPLE

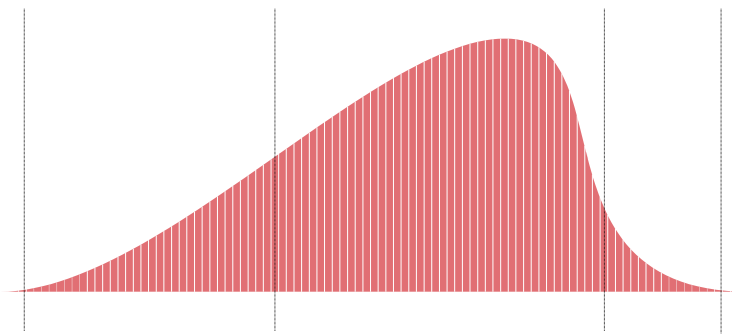
Balancing Extremes

Here are some **advanced tips** for learning from extremes.

Strive for Balance

You'll want to be mindful of getting a balanced perspective. If you only observe and interview experts, for example, you'll only hear a particular set of perspectives.

If the extremes you choose aren't well balanced, and you have a good reason for this, just be sure to articulate why.



UNBALANCED PERSPECTIVE