

Exploring the ICA Design Eye

The following is a sample of how you can use the Design Eye to think through your questions for a client interview.

	Subject	About the Group	About Result Implementation	Pulling it All Together
Objective Level Thinking	Let's talk about the subject: Subject topic of interest Key points related to the topic over the last x per of time	Let's talk about the group: Quick mind map of the participants, stakeholders Have they worked together before	Let's talk about using the results: What role will the group take in implementation What are the current implementation structures the group can utilize? What are the follow up mechanisms the group can use?	Let's pull it all together: Subject of interest is _____ The group is _____ Implementation factors include ____ Have we missed anything in important?
Reflective Level Thinking	High point points Low Points Emerging Concerns	What experience does the group have with the topic What type of experience has the group had working with each other Positive experiences Negative experiences	What mechanisms are working well? ... working poorly? ... cause you concern?	As you think through the all of the details from our conversation, does this remind you of: Past project with the same group Similar project with another group Report, document or reading on the subject What do you find exciting about the possibilities?
Interpretative Level Thinking	Patterns of interest for ... you? ... exploration by the group? Topics your group could explore	Emerging learning styles of the group	What is the connection between identified mechanisms? What new connections would be helpful to support a successful implementation? How could the group use the current mechanisms to really make change possible?	What are the potential questions the group can answer related to subject that would be most helpful? What questions will have the biggest impact on the subject and your work? How will could the group be radically different because of this experience? What is the product that will be most helpful because of the group's work together?
Decisional Level Thinking	What are the three to five key topics that the group should explore	Who needs to be involved in this work? Summarize how their experience will help them with the subject	List the key mechanisms – existing or not – that will make the work successful in the long term	Let's summarize: Subject: Big Question for resolution is: The group will be able to: As a result of this experience, the group will be different: Thanks, I think we have the beginnings of a great design.

Art and Science Manual – See page 3-10 for a copy of the Design Eye

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