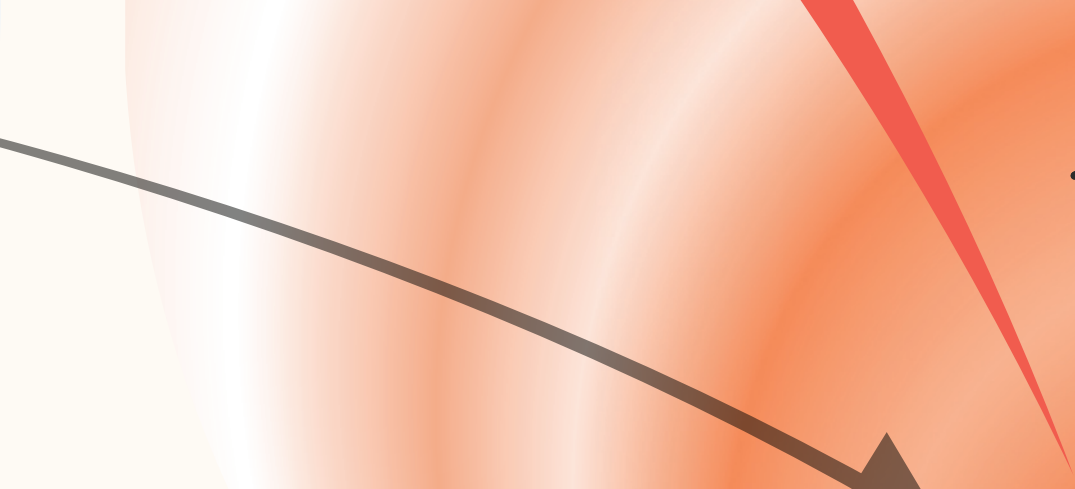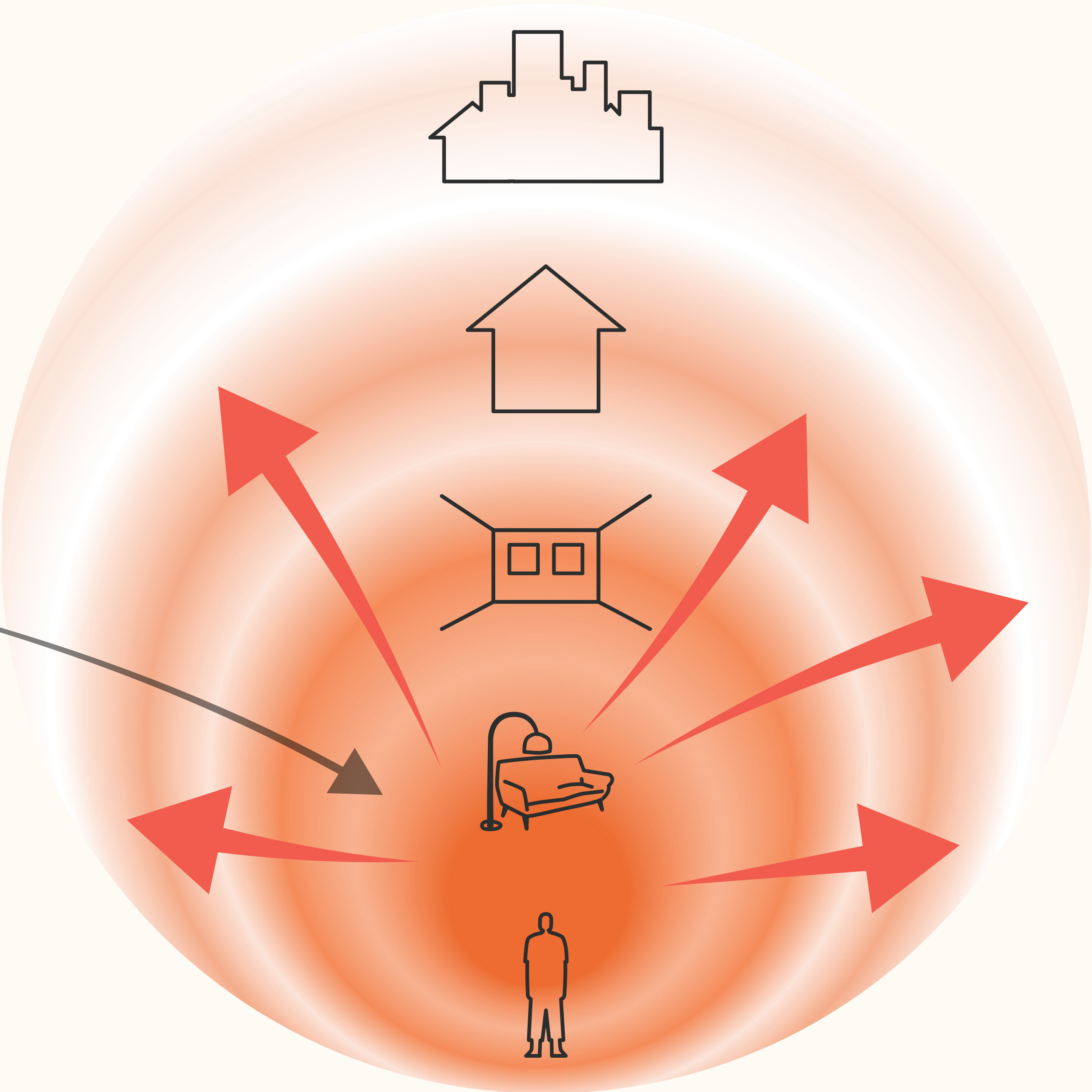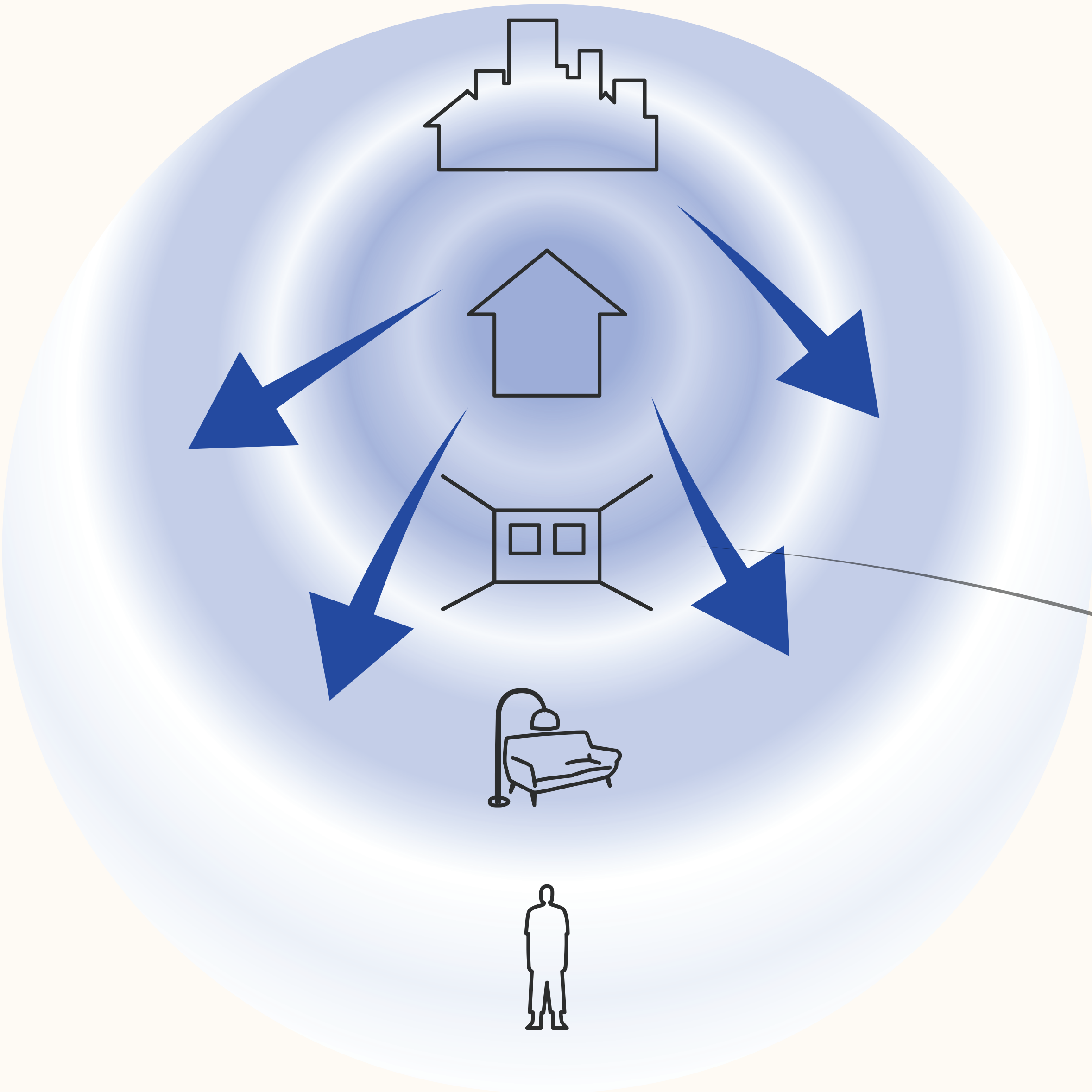Reversed Perspective

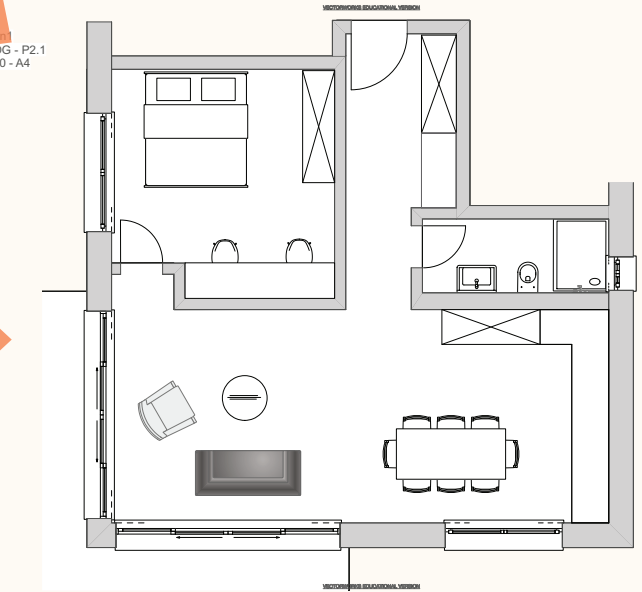Potential Users or Personas → Needs & Requirements → Individual Designs → Investors Construction → Individual adaptated Design → Adapted Design
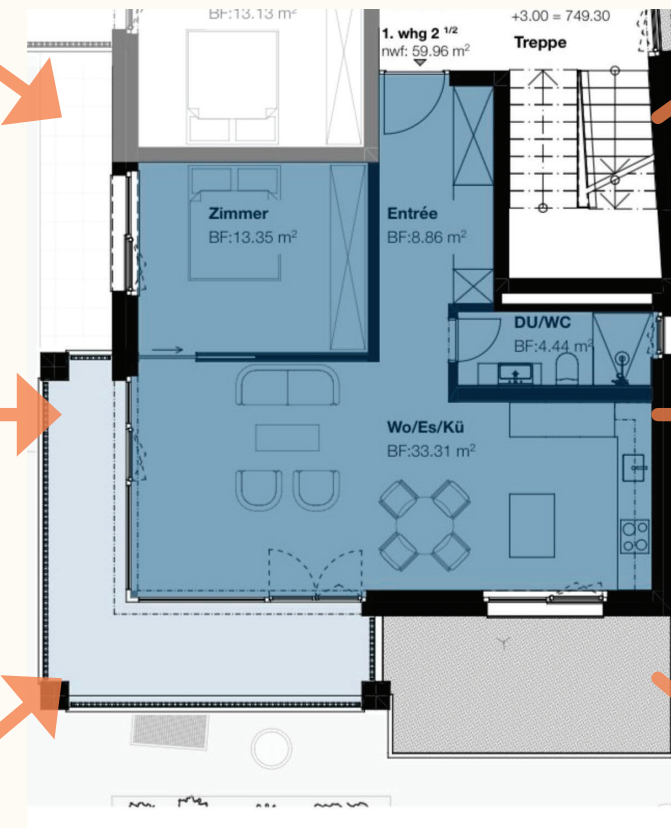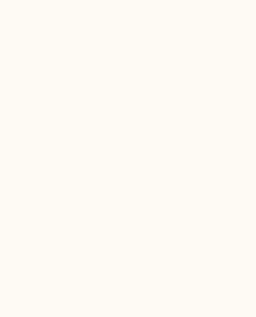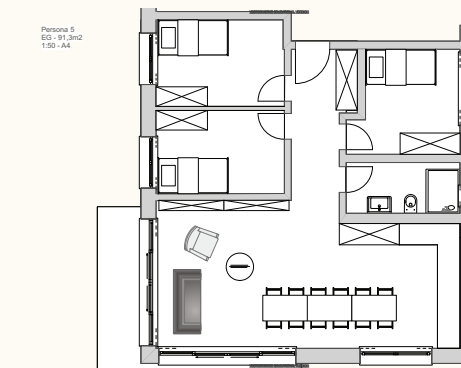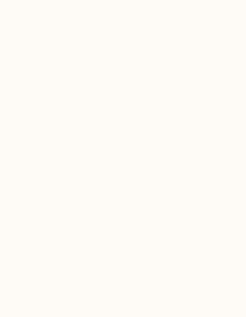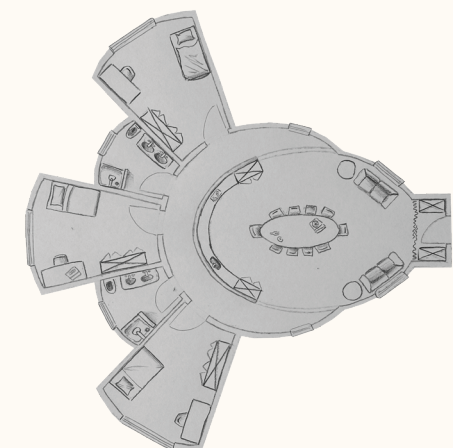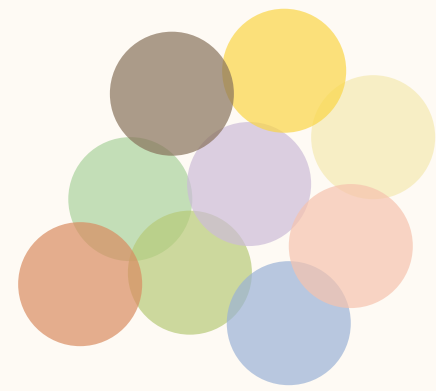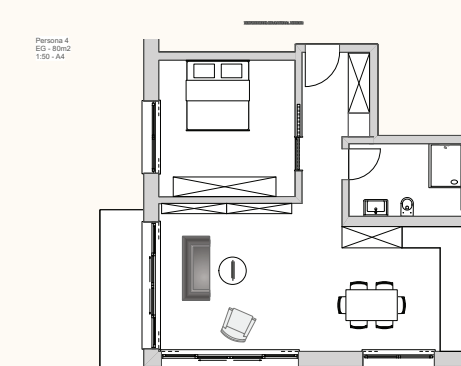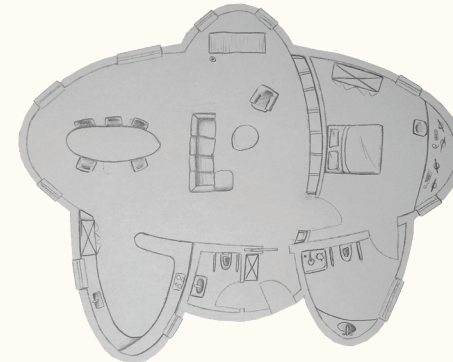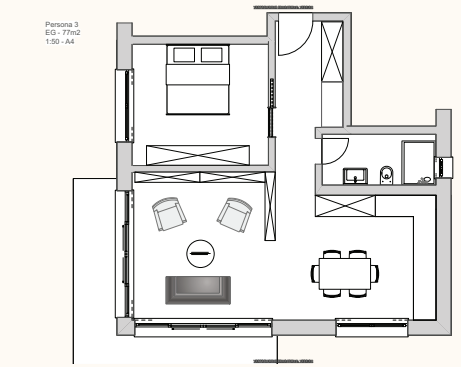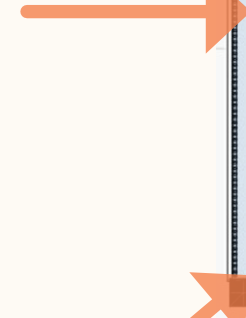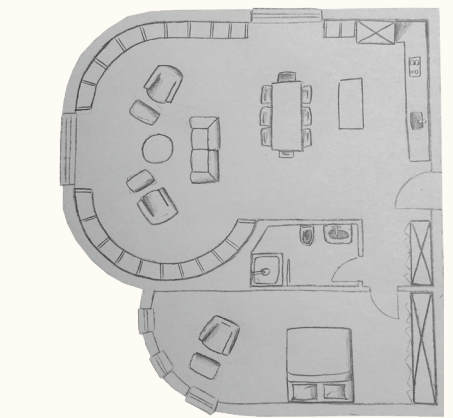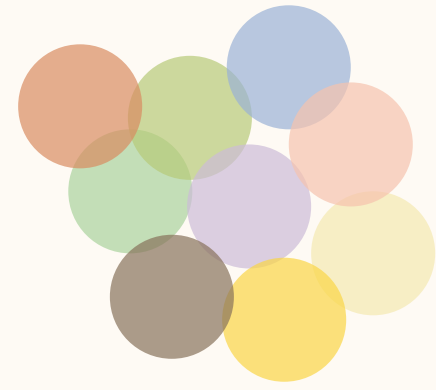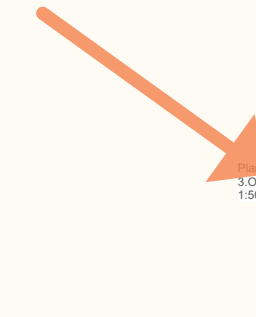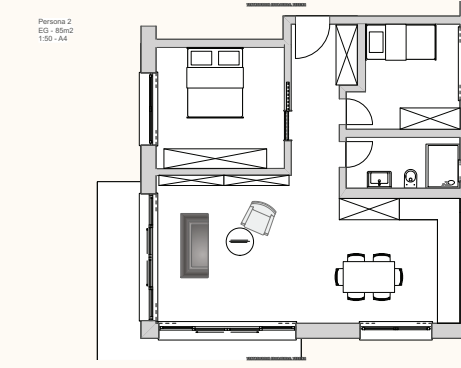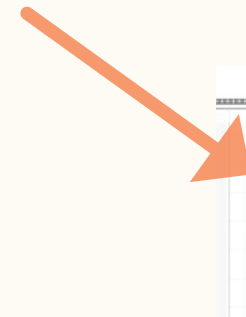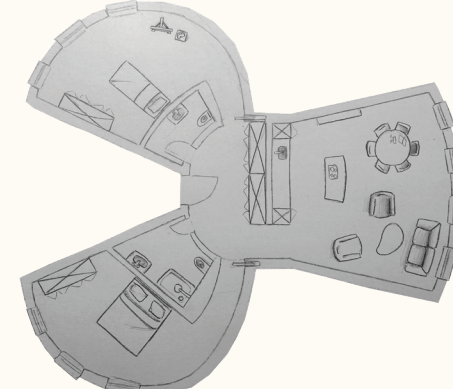
Area of Impact

Good Common Practice

Known Users

Co-operative Housing
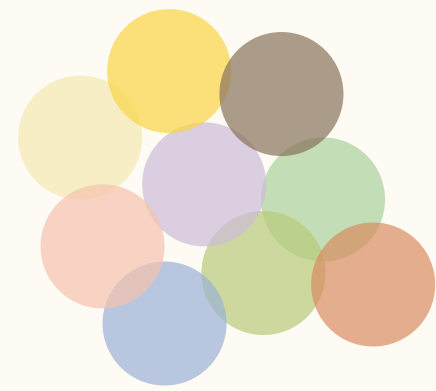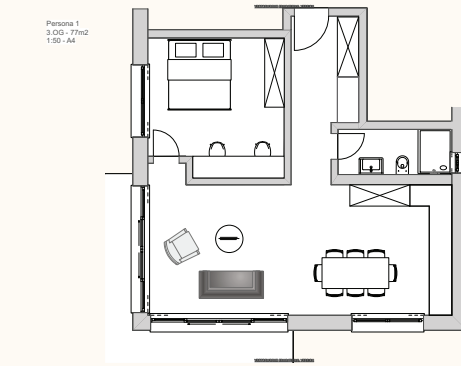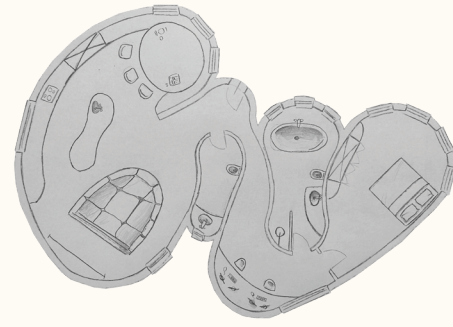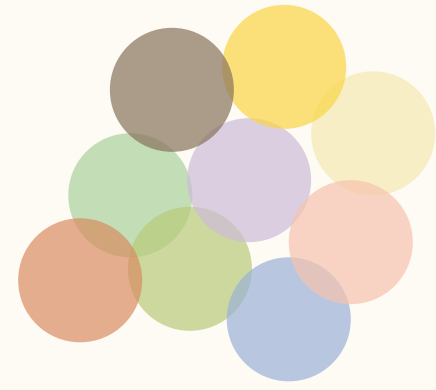
Investors Construction

My Project

Unknown Users

Opportunity to Improve