

## Determine Variables

Pick two variables to rate a series of elements on. For instance, to organize a to-do list, you might choose the variables (due soon - due later) and (not important - important). Pick variables that pertain to your project and might reveal useful information about unfilled needs.

## Plot Elements

Plot every element you have on this chart. Look for empty areas to identify opportunities and areas where you may be able to make a difference. You can also use this to prioritize elements, for instance with the example above, due soon and important tasks would be easily visible.

**Opportunity Identifier**

**Title:**

**2x2**  
Create a two variable grid, then map a series of elements onto the grid to find opportunities.

**Version Control**

## Why

This 2x2 grid is an extremely versatile and useful design tool. While it is often used to identify opportunities, it can also be used for a number of other things including discovering trends, prioritizing data, and anything else you can imagine. If you are stuck on a project, try using this framework in new and creative ways to fuel new ideas.

## Tips

It takes some practice to pick variables that make a good framework.

This can be used at almost any part of the design process for almost anything where you need to compare two aspects of something.

## What came before?

- Observation
- Interview
- Contextual Inquiry

## What's next?

- Ideation
- Persona Variable Map
- Research Affinity Group

Title:

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