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| **Goal –** choose one  Merge with your SoI | Your task is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  The goal is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  The problem or challenge is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  The obstacles to overcome are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Role–** choose one | You are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  You have been asked to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Your job is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Audience**– choose one | Your clients are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Your target audience is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  You need to convince \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Situation**– choose one | The context you find yourself in is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  The challenge involves dealing with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Product**– choose one | You will create a \_\_\_\_\_\_\_\_\_\_\_\_\_ in order to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  You need to develop \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ so that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |