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| **Goal –** choose oneMerge 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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |