#### **Guide Words**

No part of the original intent is achieved, the logical opposite of the intent is achieved instead

#### Reverse







Reality

Logical opposite of the intent. Think what the intent is, then its opposite and what deviations (which cause negative consequences to people) in the system might lead to this. No part of the original intent is achieved, and nothing else is achieved either

#### No or Not





Reality

The intent is not done/completed. Think about what system deviations (which cause negative consequences to people) might lead to the intent not happening at all or failing completely, and nothing else being achieved either.

All the design intent is achieved, but also some qualitative increase

## As Well As







Reality

Something else in addition to the intent, qualitatively. Think about what system deviations (which cause negative consequences to people) might lead to other outcomes as well.

No part of the original intent is achieved, but something else completely different is achieved

## Other Than





Design Intent

Reality

Complete intent substitution. Think what deviations (which cause negative consequences to people) might occur/happen in this system leading to something else being achieved instead (not as well as).

All the design intent is achieved, but also some quantitative increase

### More





Design Intent

Reality

More of the intent, measured quantitatively (such as count, rate, size, position, or other measurable variable). Think about what system deviations (which cause negative consequences to people) might lead to measurable increases numerically.

Only part of the design intent is achieved by some qualitative decrease

## Part Of





Design Intent

Reality

Something less than the intent, qualitatively. Think about what system deviations (which cause negative consequences to people) might lead to reductions in achieving the intent.

Design intention occurs but ahead by sequence/order

# **Before**





Design Intent

Reality

Wrong order/sequence before intended, leading to some deviations (which cause negative consequences to people).

Only part of the design intent is achieved by some quantitative decrease

#### Less





Design Intent

Reality

Less of the intent, measured quantitatively (such as count, rate, size, position, or other measurable variable). Think about what system deviations (which cause negative consequences to people) might lead to measurable decreases numerically.

Design intention occurs but behind by clock time

## Late





Design Intent

Reality

Behind/later relative to intended time, leading to some deviations (which cause negative consequences to people).

Design intention occurs but ahead by clock time

# **Early**





Design Intent

Reality

Sooner/earlier relative to intended time, leading to some deviations (which cause negative consequences to people).

Design intention occurs but behind by sequence/order

## After





Design Intent

Reality

Wrong order/sequence after intended, leading to some deviations (which cause negative consequences to people).