1. Identifying ***criterion***: Criterion is another way of describing requirements. While there are very elaborate processes used in business to ensure full capture of customer requirements or design criteria; we’ll keep it simple here. Listen and watch for places where someone is describing the need. Listen for phrases they may use, like:
   1. “… we need it to…” (something they need from the service/product)
   2. “… it would be great if…” (a gain they are hoping to achieve from the service/product)
   3. “… I want this to help me with…” (a pain they are hoping can go away as a result of using the product/service)

Note what you find in this space:

1. Identifying ***constraint***: Constraints are another way of describing limits, or boundaries of a product, service, or design. These are the limitations of what is created. Constraints are sometimes grouped into functional and non-functional requirements.
   1. Functional requirements describe behaviors of the product like
      1. “swings to the left…”
      2. “is available online…”
   2. Non-functional requirements describe the environmental conditions or qualities of the product such as
      1. “is easy to use…”
      2. “…has a big black stripe on the top”
      3. "… costs less than $100..."
   3. Things to watch and listen for include descriptors like
      1. “…the product can’t...” … (something they don’t want it to do- this is a constraint)
      2. “right, but without…” (affirming a need, then describing a related constraint or limitation)
      3. “… we don’t want it to….” (a boundary or limitation of the design)

Note what you find in this space: