

Before any design work, write a one-page brief titled "what specifically would have to be different about my product for the feeling to go away". Sit with it for a week before doing anything design-shaped about it.

*What would have to be different for the feeling to go away.*

- Read the page in a week. Is it still right? What is now sharper?
- Which of the changes you named is the smallest one that would still matter?
- Which one is a redesign in disguise, and could be solved without one?