

Quadrant 1: Audience and goals

Who is the audience for your research? E.g.,

- Scientific peers: **Low**
- Funding agencies: **High**
- Policy makers: **Medium**
- The general public: **Low**
- "Users": **High** (people with SUD, caregivers, doctors, ...)
- You yourself: **Low**
- ...

Why are you doing this research?
What are you trying to accomplish? E.g.,

- Curiosity/finding out new things: **Low**
- Peer recognition and career advancement: **Low**
- Financial income: **Medium**
- Societal impact: **High**
- ...

Quadrant 2: Current approach

How do you usually solve problems in this research?

- Together with my team, I would come up with the general design of the digital therapy tool, taking into account the different requirements, preferences and feasibility constraints
- I would then ask software developers at my university
- I could also outsource design and/or building the tool to external contract developers

Quadrant 3: Pains

In light of your answers to Q1 and Q2:

What do you or your audience find "negative" about the problem solutions you usually generate?

- The prior research project gives lots of ideas and constraints – it is not clear how to best combine them into a more effective tool
- Based on my past experience, I am worried that our university-based team would design a cumbersome solution that is too similar to what is already out there
- I heard a lot of "that cannot be done" or "that will be very difficult", so their solution would probably be very limited in terms of functionalities

What do you or your audience find "negative" about the process you usually use for problem solving?

- Initial design likely flawed – wasted time if we have to make major revisions
- Development by university-based team is likely slow and expensive; they are in high demand from other internal customers

Quadrant 4: Gains

In light of your answers to Q1 and Q2:

What do you or your audience expect or are positively surprised by with respect to the solutions you generate?

- The solution addresses the digital preferences/constraints and SUD consumption patterns identified in my prior research – including needs that have been ignored by existing solutions
- Solution should be fresh and creative, different from what people know

What do you or your audience expect or are positively surprised by with respect to the process you usually use to solve problems?

- Audience (e.g., other users, doctors prescribing it, insurance companies paying for it) may like if we co-create the tool with users
- Short development times, lower costs, fast adjustments in response to feedback