

# The Three Voices

Pin this where projects get specified.

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## 1 THE USER

Do they use it day-to-day? Are they in the room? Not their manager – them.

## 2 THE SYSTEM

Does someone know the technical limits – camera lens choice, network speed, software licensing, ways things fail?

## 3 THE BUILDING

What's already there? What runs through the walls? What's the data flow?

# If the answer to one is 'nobody', stop.

## Find the voice.

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A spec needs three voices.  
Missing one = rework.  
The cheapest hour in the project  
is the one before the kit list goes out.

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