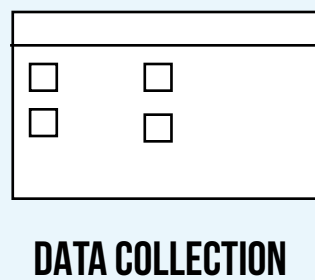
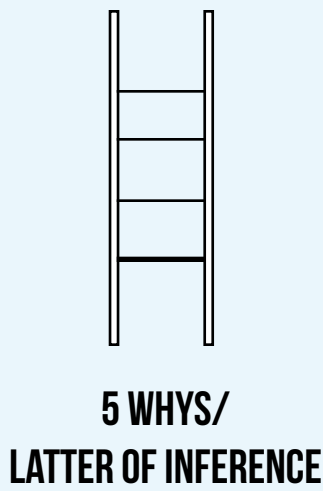


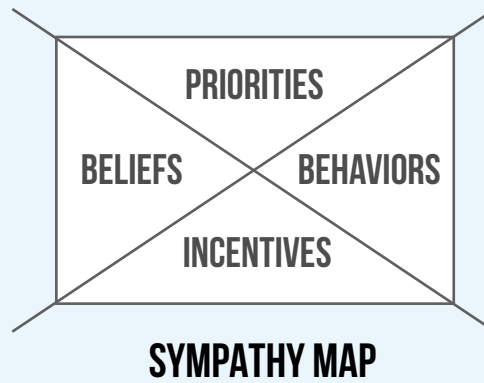
ASSESS



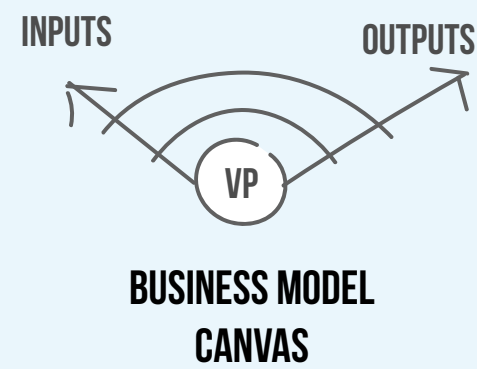
POLARITY MAP



VICIOUS V. VIRTUOUS CYCLE

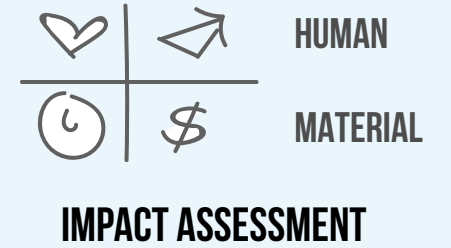


SYMPATHY MAP

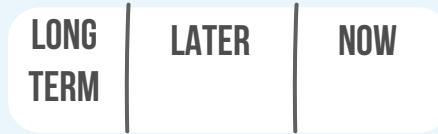


BUSINESS MODEL CANVAS

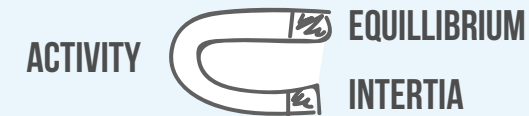
STRATEGIZE



IMPACT ASSESSMENT



ENDS V. MEANS



HORSESHOE/ BARRIERS

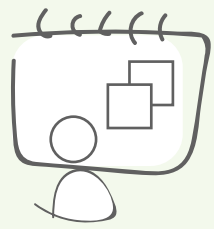


DOUBLE FEEDBACK LOOP

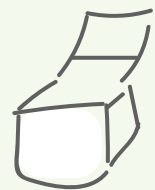


SMART GOALS

BUILD & TEST



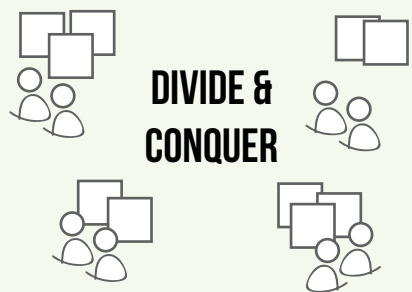
SILENT FEEDBACK



5-MIN MOCKUPS



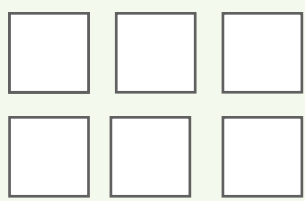
SCENARIO TESTING



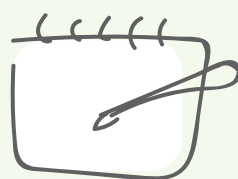
DIVIDE & CONQUER



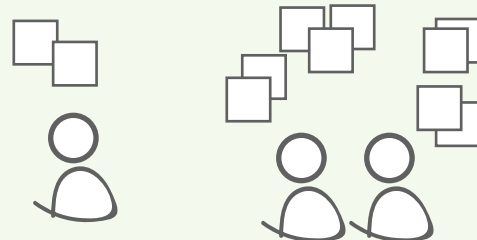
COMPETE



6 SKETCHES



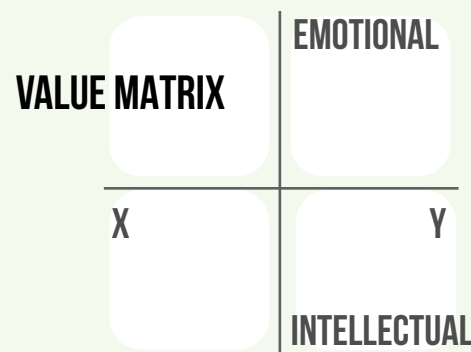
YES AND



INDIVIDUAL &

GROUP

IDEATION



VALUE MATRIX

X

Y

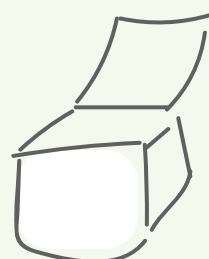
INTELLECTUAL



INFINITY USES

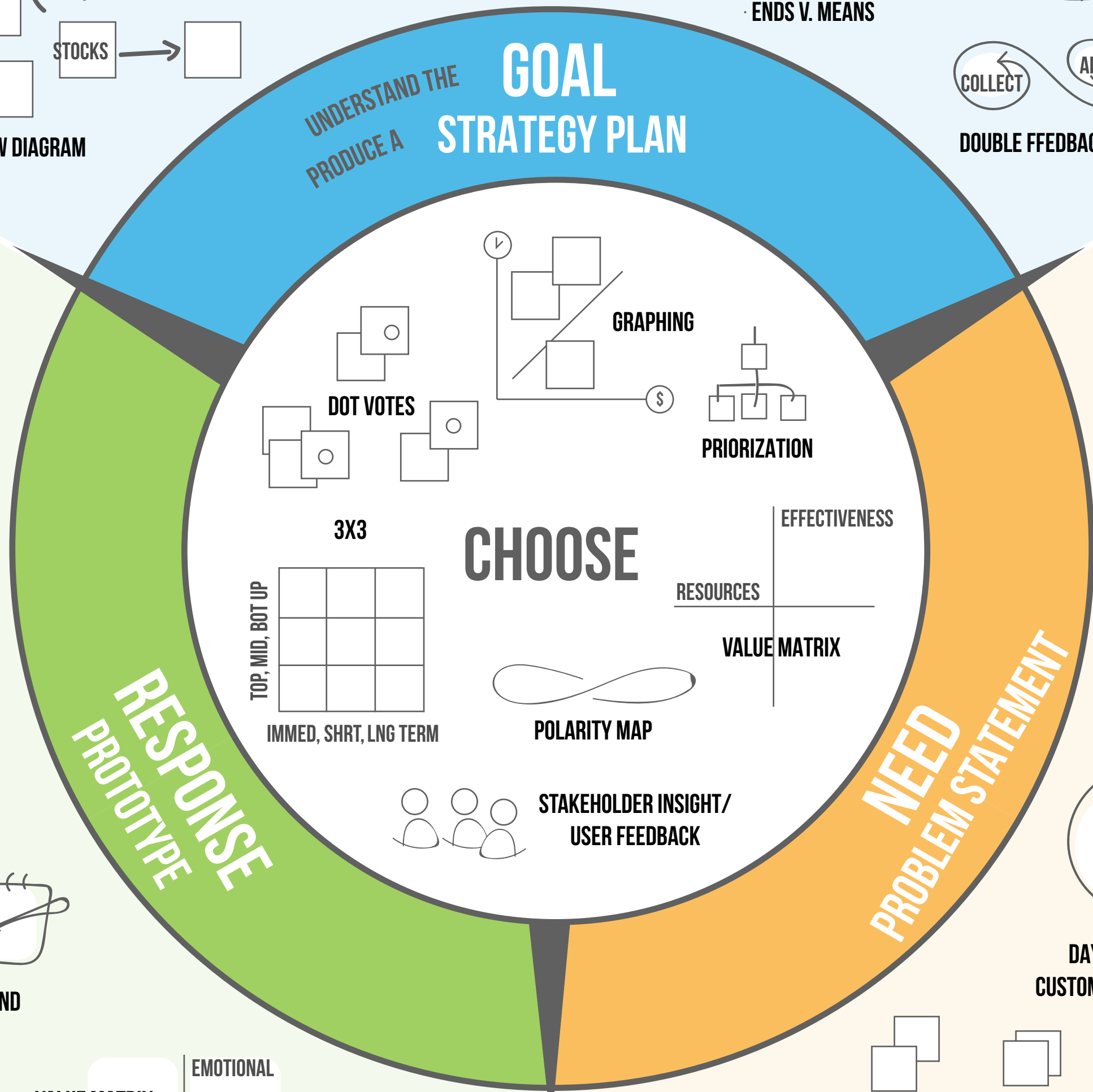


5 HOWS



WHAT'S IN THE BOX?

IMAGINE



GOAL STRATEGY PLAN

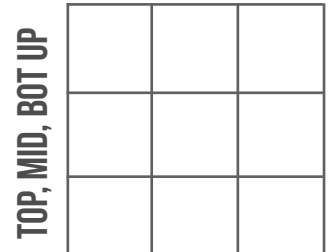
CHOOSE

NEED PROBLEM STATEMENT

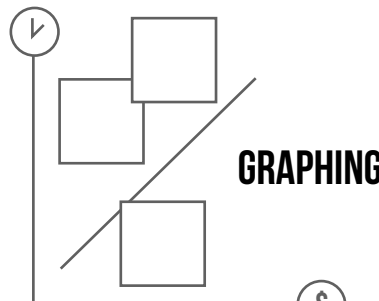
UNDERSTAND THE PRODUCE A

DOT VOTES

3X3



IMMED, SHRT, LNG TERM



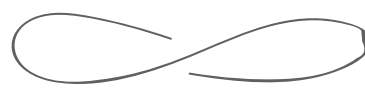
GRAPHING

PRIORIZATION

RESOURCES

VALUE MATRIX

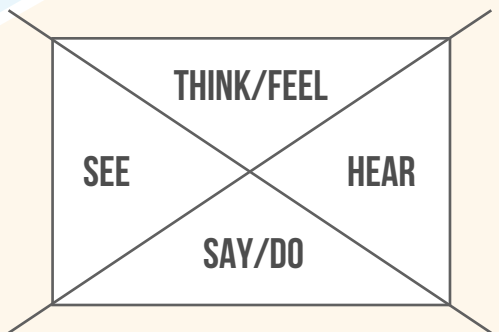
EFFECTIVENESS



POLARITY MAP



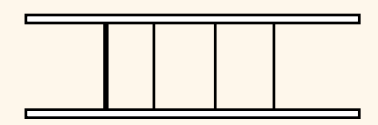
STAKEHOLDER INSIGHT/ USER FEEDBACK



EMPATHY MAP



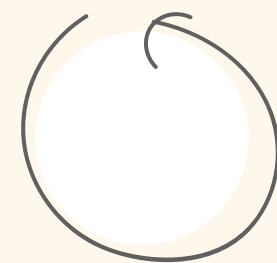
INTERVIEWS



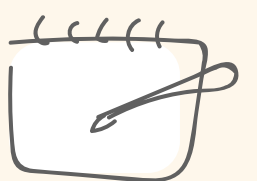
5 WHATS



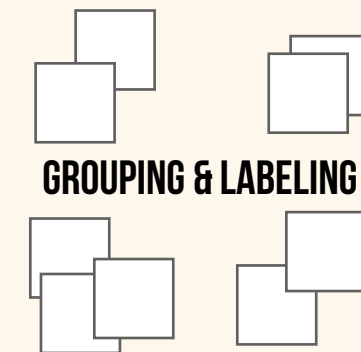
5 SENSE OBSERVATIONS



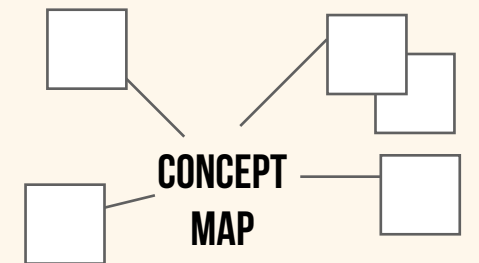
DAY IN THE LIFE/ CUSTOMER JOURNEY MAP



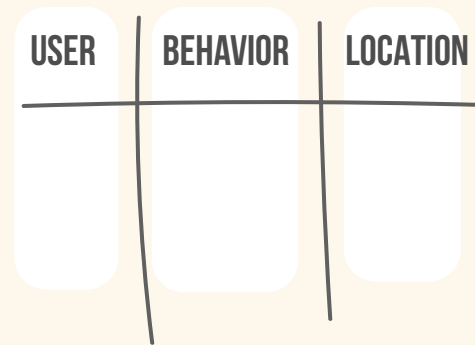
UNPACK THE CAR



GROUPING & LABELING



CONCEPT MAP



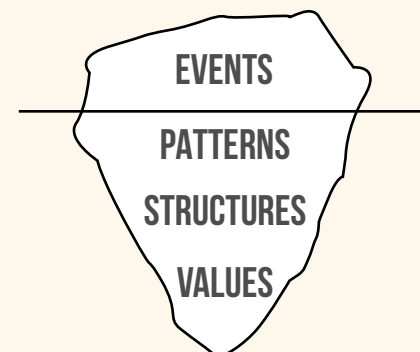
HOW MIGHT WE

USER

BEHAVIOR

LOCATION

ICEBERG



EVENTS
PATTERNS
STRUCTURES
VALUES



PERSONAS

OBSERVE

CONNECT