

Legend

UXR

Data
Product

Other

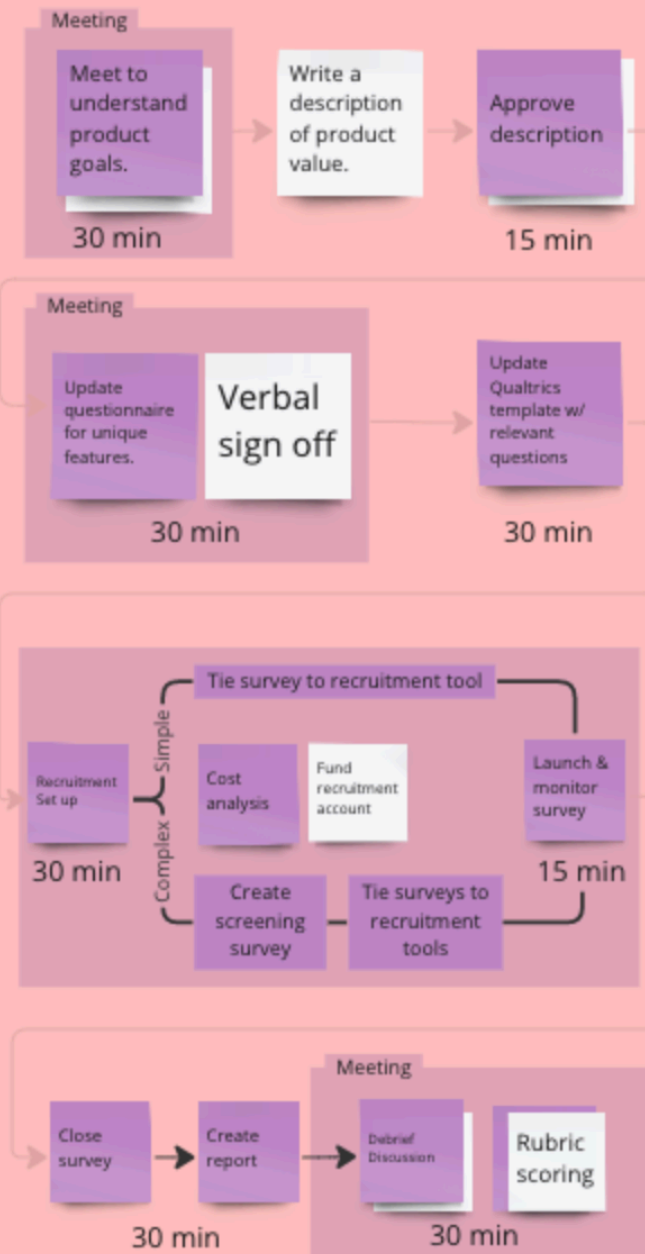
Decision Gate

Millennial & Gen Z Rapid Review

Objective

- Quickly evaluate concept with a small group.
- Does the idea meet a need or value for target users
- Identify direct and lateral competitors.

Activities



Deliverables

- Score on Rubric
- Feedback & Evaluation of the Product Value

Simple=3 Days Complex=10