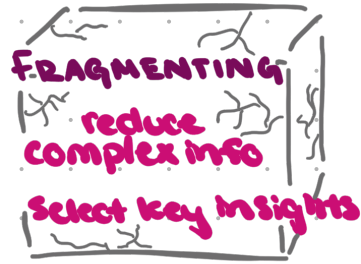


# NEED FINDING

9x EFFECT good synthesis  
willing change

HOW?

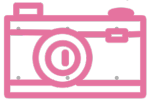
1



2. CHUNKING

start grouping similar reflect together naming

3. ORDER BY SIZE



TAKE PICTURES

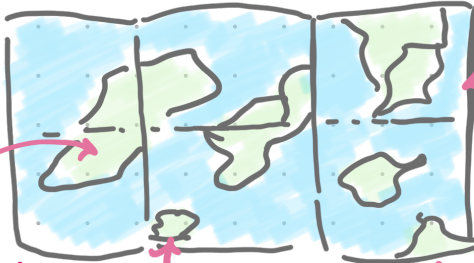
4. TIMELINE CHUNKING



5. MAPPING



infrequent willing to spend



swamp  
many don't care invest lots of time

ocean  
lots of people care lots of competitor

desert  
NO!



Focus on highest potential value  
care vs occurrence

VALUE PROPOSITION

Synthesis → Ideation

EMPATHY MAP

pain + Gain  
understand user needs



NEXT