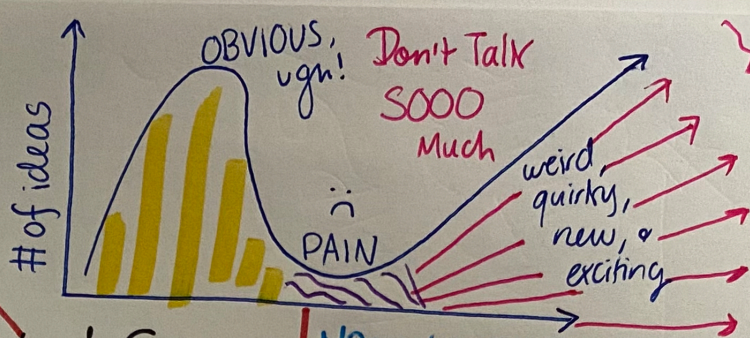
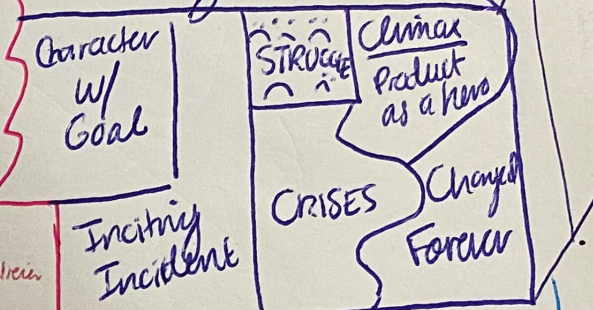


Ideation Sprints
Start testing assumptions
For New Products & Services



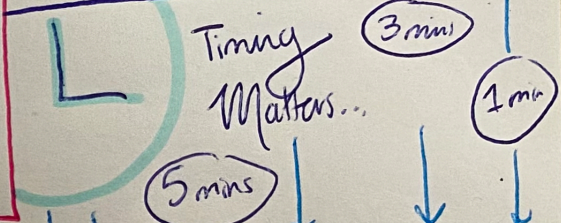
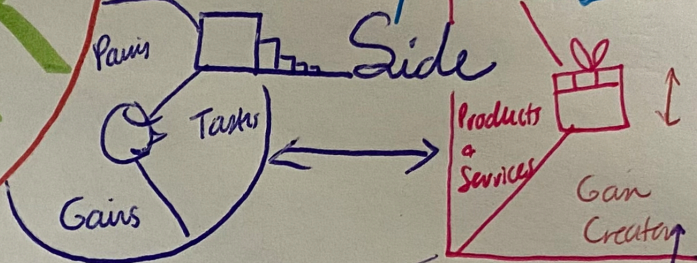
Product as a hero storyboard



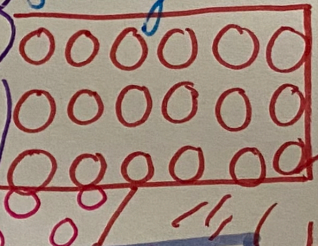
NEEDED: DRAWING & STORYTELLING

by Matthew Ayoub

NOW 4 THE Value Prop Canvas



finally that 1 minute pitch



dot vote it out
you heard me!

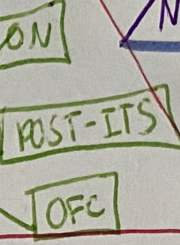
SPRINT

create new ideas embodied in a scale model or prototype

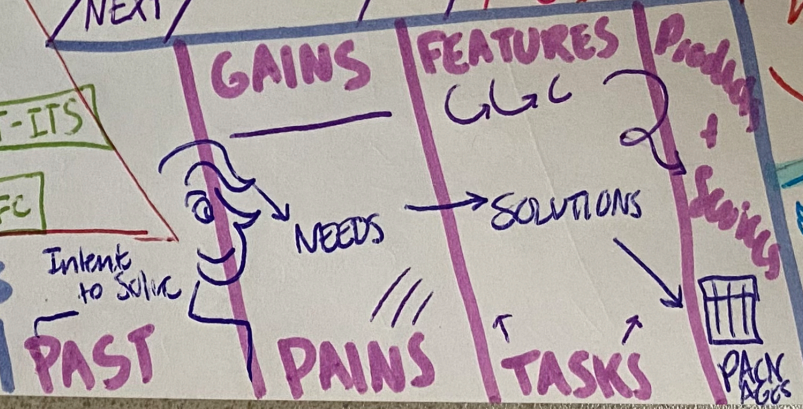
1st change: Begin with an understanding of a user.
2nd change: Put it where you think it belongs.

WE NEED A BETTER BRAINSTORM

FREELIST THOSE IDEAS



Value Prop Creation Canvas



Twitter impact of "I LOVE IT"