

Sprinting from Story to Offering

Part III of the Needfinding / MVP Creation Charette

generate apart, **evaluate together**

yep, we're running out of time + money

Wicked problems

especially on the 9x problems

The Value Prop Madlib

Key Screen Design

explains the value

maybe a homepage, a sign up page, or a plan comparison page

EAT RIGHT

Product ~ Sketches

Repeat Rinse Lather in charrette in conversation with!

1 minute pitch + The Good Old DOT VOTE

5 Invitation to Level Up to Second Win

flow

flow

- 1 Awareness
- 2 Evaluation
- 3 Handshake
- 4 First Win

