

Task:

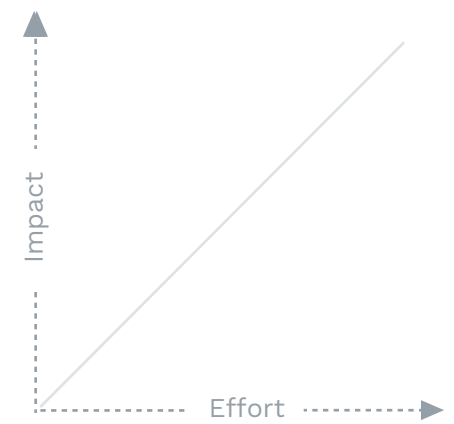
1 Why?
Understand your goal.

2 Who?
Define the audience.

3 When & Where?
Understand customer's context
and needs.

4 What?
List ideas (A, B, C...)

5 Prioritize, choose idea



6 Solve

7 How?
Measure success.