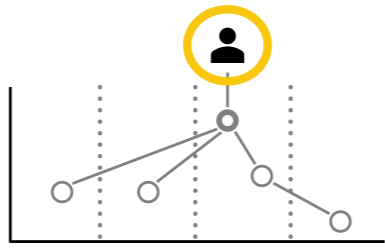


# Know your users

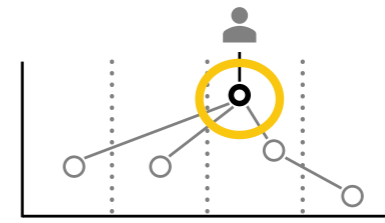


Who will benefit?  
Who are we hoping to serve?  
Who are we forgetting to consider?

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NOTES: \_\_\_\_\_  
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# Focus on user needs



What needs do we meet?  
What do our users get?  
What do we give them?

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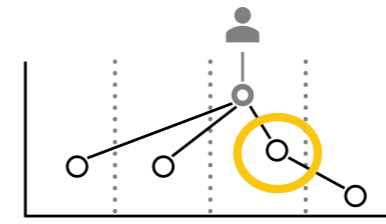
and how evolved are those needs?

gamble    good bet    demand    no choice

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# Know the details

How do we meet user needs? What do we do? How do we do it?  
List all Activities, Practices, Data, and Knowledge



and how evolved are these capabilities?

## Capabilities

## Descriptions

genesis    custom    product +rental    commodity +utility



genesis	custom	product +rental	commodity +utility
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