

**INTERVIEW**  
GO OUT!

**HIGHLIGHT**  
LOOK FOR SURPRISES!

**ANALYZE**  
BE MINDFUL!

**ASK WHY**  
DIG DEEPER!

**REFRAME**  
EMPATHIZE!

HOW MAY I ENABLE (NAME)

WHO (SURPRISING TRAIT)

TO (NEED)

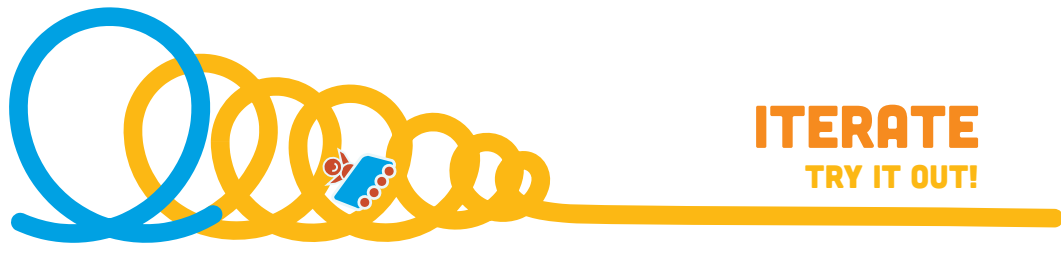
**IDEATE** GO FOR QUANTITY!

**TEST** GET FEEDBACK!

notes



**PROTOTYPE**  
BE VISUAL!



**ITERATE**  
TRY IT OUT!

GO OUT! BE MINDFUL

LOOK FOR SURPRISES

EMPA  
THIZE

Go for Quantity

TRY IT OUT

BE VISUAL

GET  
FEEDBACK



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