



UNDERSTAND

The problem I am tackling is...

What is the need?

The people most impacted by this problem are...

Who is harmed?

I believe the major causes of this problem are...

What are the causes?

OBSERVE

I believe this because...

What is the evidence? Also who can you interview? What can you find out?

What experiment can you run?

POINT OF VIEW

This approach will have an impact because...

What is the mechanism of beneficial change?

The impact will be measurable because...

Key metrics?

The problem can be improved by...

What is The Big Idea? What is the value proposition?

Those with the greatest interest in change are...

Key supporters? Segments?

Those most opposed to change are...

Key foes?

IDEATE

The way it will work is...

What is the user experience?

Others working in this space include...

Who else is in the field?

The reason to do this now is...

What are the precipitating events?

To make this happen, these changes need to occur...

Who Has to Do What To Make It Happen?

My approach is better because...

What's wrong? Missing? Not working?



PROTOTYPE AND TEST

I will sustain this project by...

Cost Structure? Financial Sustainability? Revenue Streams?

To undertake my big idea, I could work with...

Key partners to execute? Key partners to help others evaluate your value proposition?

My strategy for rolling out this project involves the following key activities...

Next steps? Pilots?

DO THE PIXAR PITCH

Once upon a time _____

Every day, _____

One day _____

Because of that, _____

Because of that, _____

Until finally _____

My biggest risk is...

How might this go wrong? How might the problem evolve? What are the legal, cultural and other impediments?

I will raise awareness about my project by....

How will I promote adoption?

Key resources (besides financial ones) I will need to be successful...

Physical, human and intellectual resources?