

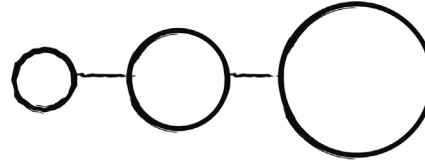
STK  
CARD

#

DID YOU  
VALIDATE THIS  
INFO?

WHO?

IMPORTANCE:



GIVE (100%)



GET (100%)

WILL HE/SHE BE WILLING TO PAY FOR THE VALUE YOU ARE CREATING?

YES

NO

HOW WILL YOU IGNITE IT?

**CUSTOMER CARD**

SEGMENT:

GENERIC DESCRIPTION

PAINS &  
GAINS



**DID YOU  
VALIDATE  
THIS  
INFO?**

FUNCTIONS THEY WOULD  
LIKE TO HAVE COVERED?



- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# DISCOVERY CARD

INTERVIEW /  OBSERVATION

## PARTICIPANT'S DATA:

WHICH THINGS DID PARTICIPANTS SAY/DO THAT SURPRISED YOU?

WHICH THINGS MATTER MOST TO THE PARTICIPANT?

WHICH MAIN THEMES OR LEARNINGS STOOD OUT FROM THIS INTERVENTION?

WHICH NEW TOPICS OR QUESTIONS TO EXPLORE IN FUTURE INTERVENTIONS?

## NOTES:

OTHER

WHAT DID I LEARN ABOUT...