

Positive feedback

What do you like about this idea?
What will benefit our organization, customers, or users?
What are you excited about?

Negative feedback

What is not working very well?
What worries you?
What do you wish was different?

travel trax tours

likes to
travel tours

explore the
world

wants
convenience

travels helps
relationships

travel
makes you
smarter

travelling
will increase
your
immunity



time travel

adventure is
out there

take only
memories

excited

exotic
location

memorable
moments

Ideas

What new ideas do you have?
How would you build upon the work done so far?
What has untapped potential?

Unanswered questions

What is still unclear?
In what ways do you feel confused?
What seems missing?