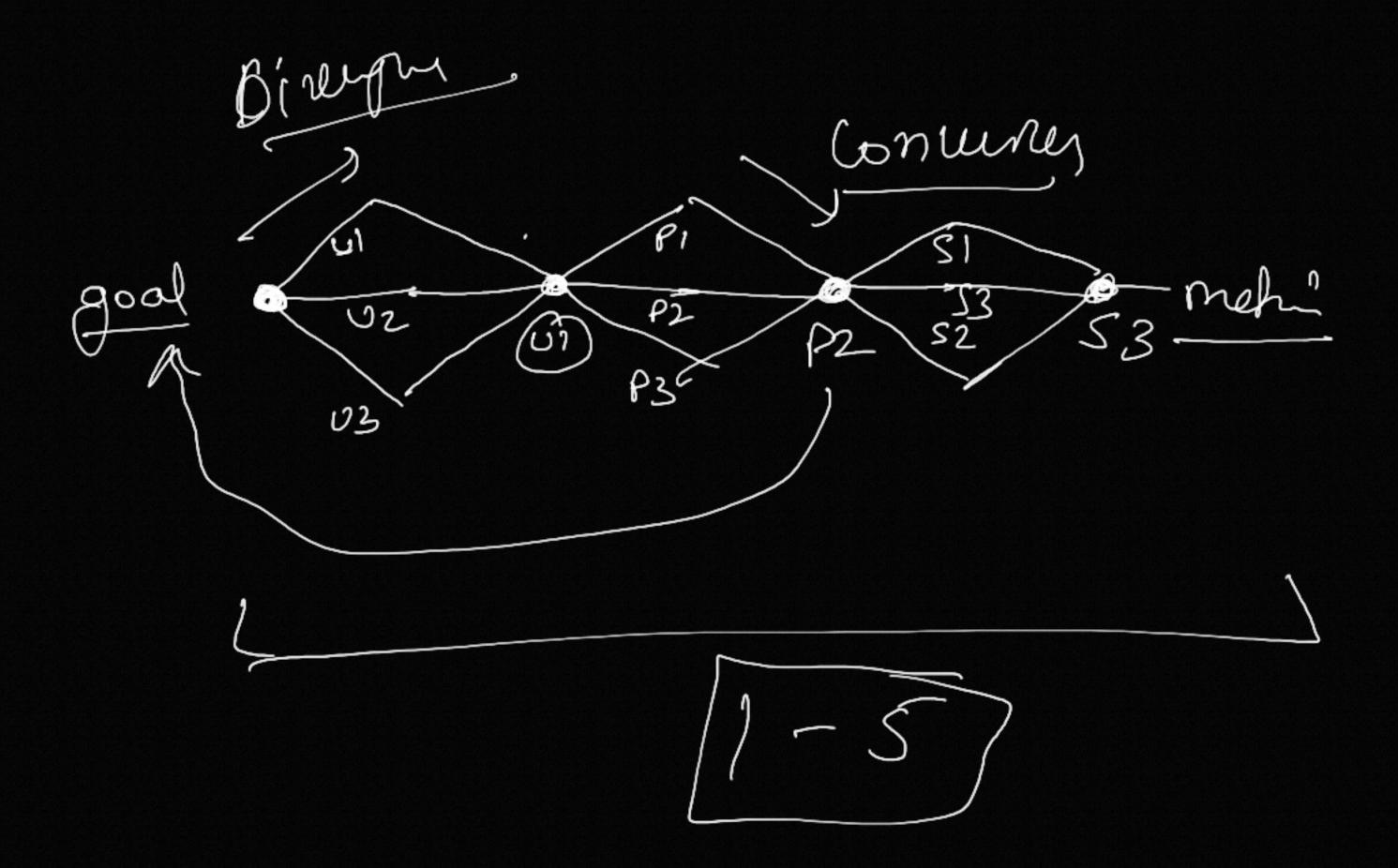
idea led innevation unovette need Salation Jalvalo

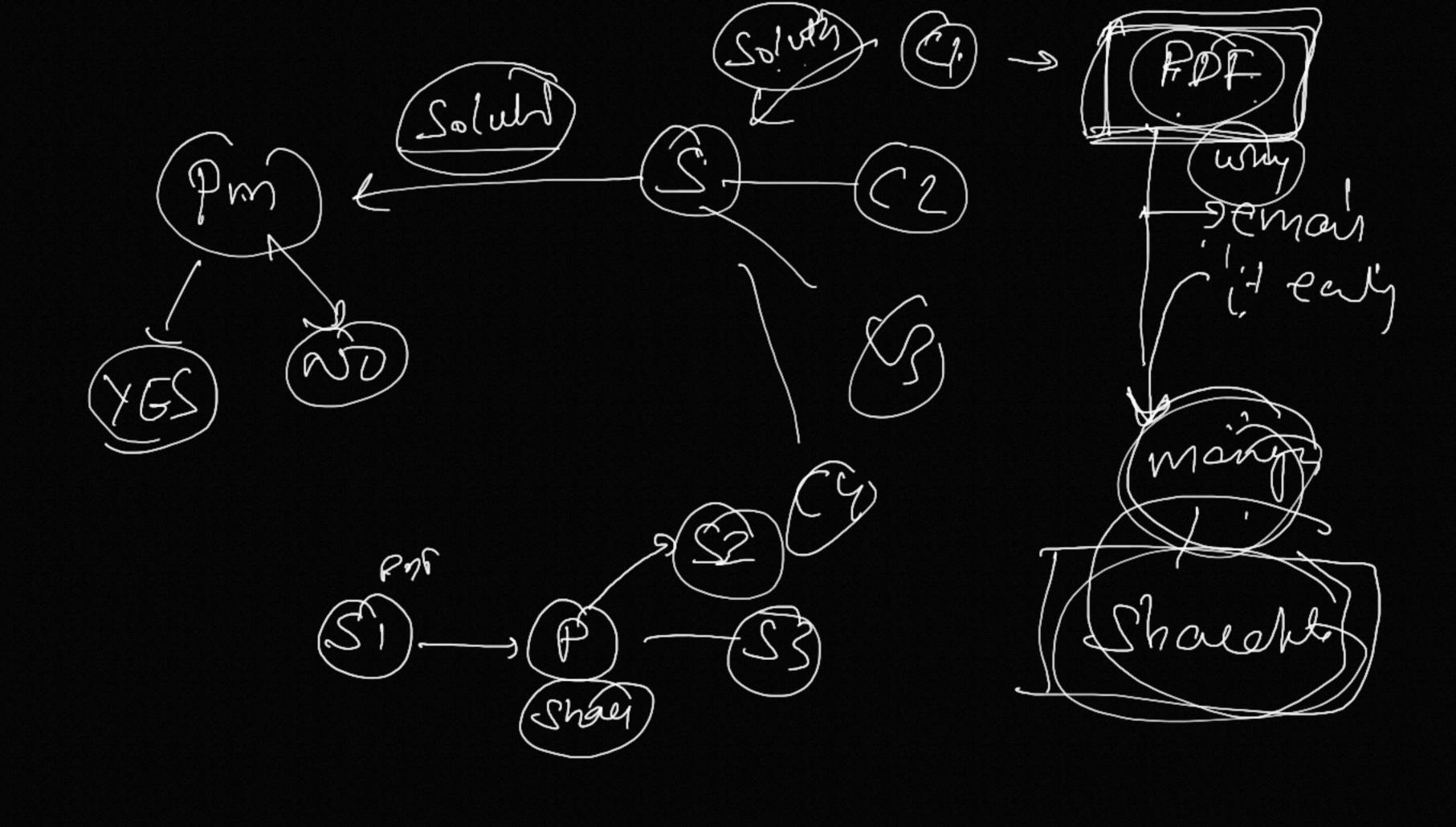


mistake Context 3) Abstract Concept (y) Con study (5) You!!) do a cose yout

Interni Reply - Obsery Needs Users rally mon Solve Ynal Usyde

Inferrus & Interact User - Sitvations beenue) Andytil

flow to Underten noms je Usla well



= Exploring Pm -> underhal Pm heam PM - mad Pm/ Examples 1 become fur Interior 10-12)