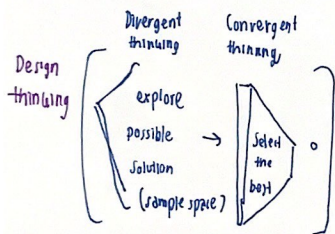
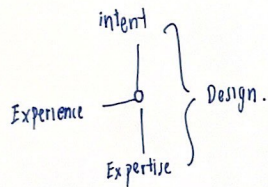


3 voice : team/player who need to involve

## Roadmap

Model: Product Market Fit



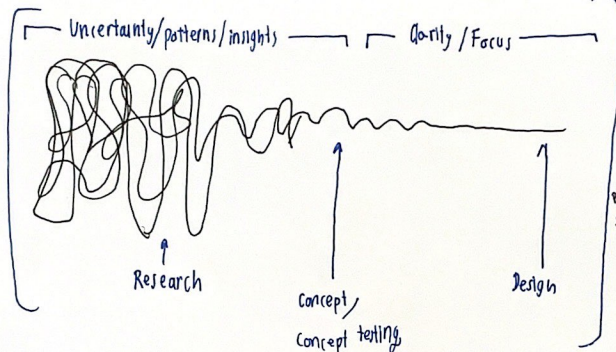
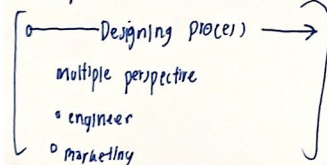
human-centered design [focus on needs, behaviours, context, emotion]

Mindset : mindset shift

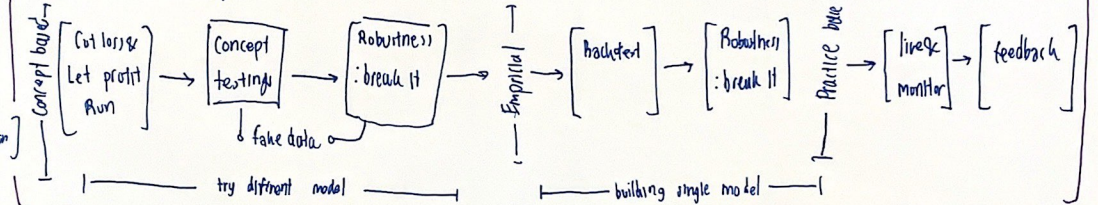
Model : Double-Diamond

Tool : customer journey map  
: persona template.

Co-design

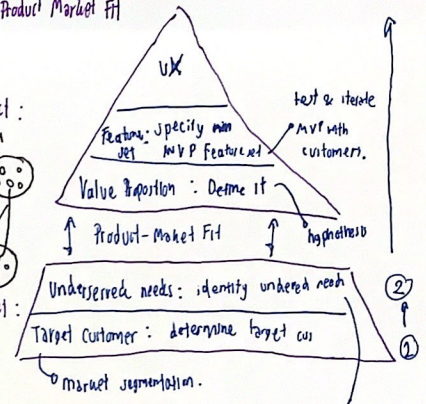
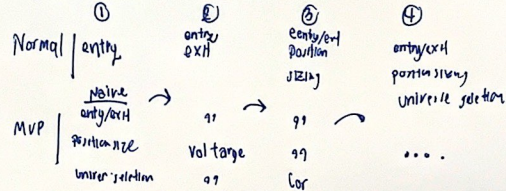
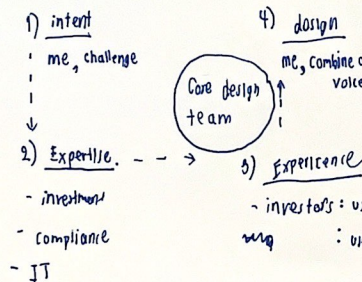


Application: Trend following.



Application : 3 voice : Aven Capital (stakeholder)

Application: MVP: process



Product :

Solution set

Problem set

Market :

Target Customer

Market segmentation

Value Proposition

Product-Market Fit

Features: specify min set MVP Features

test & iterate

MVP with customers

highlights

interview

feedback

Monitor

Practice

Robustness : break it

Product

Empirical

Concept testing

fake data

Robustness : break it

Cut loss & Let profit Run

Concept build

interview

feedback

Monitor

Practice

Robustness : break it

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Robustness : break it

Cut loss & Let profit Run

Concept build

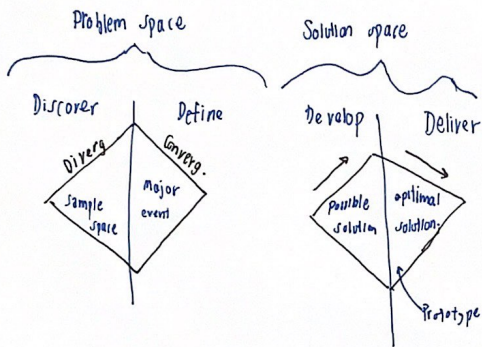
interview

feedback

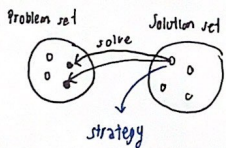
Monitor

Practice

# The Double Diamond



Product Market Fit: 3) Define proposition.



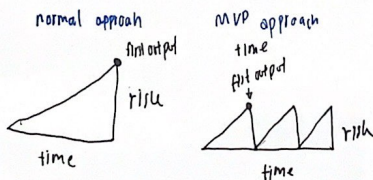
- 1) diagnosis, problem
- 2) guiding policy,
- 3) a set of coherent action
- strategy need validation (hypothesis)

Solution statement: { what is it  
what benefit does it provide  
how does it work }

4) specify MVP feature set &  
5) create MVP prototype

MVP early version of solution enough feature to solve/benefit but released quick enough as to support fast learning.

6) Test MVP



7) launch product & get feedback.

IDEO's desirability (prototype concept)

