| **Beginning** | **Middle** | **End** |
| --- | --- | --- |
| Problem statement   * We need more profit | Key Plot movements   * Customer behaviours based on income/fitness/gender | Most important message   * We have less sell in the third treadmill which could bring more money if sold to more women |
| Context/Why important?   * To survive as company or grow | Discovery   * Less women than we expect buy the third treadmill (The most expensive) | Resolution   * We need to identify why needs are not met |
| Hypothesis   * We do not sell as much as we could | Reframing of a problem statement   * There is an untapped market we need to reach | Tangible action   * Rebrand? marketing? |