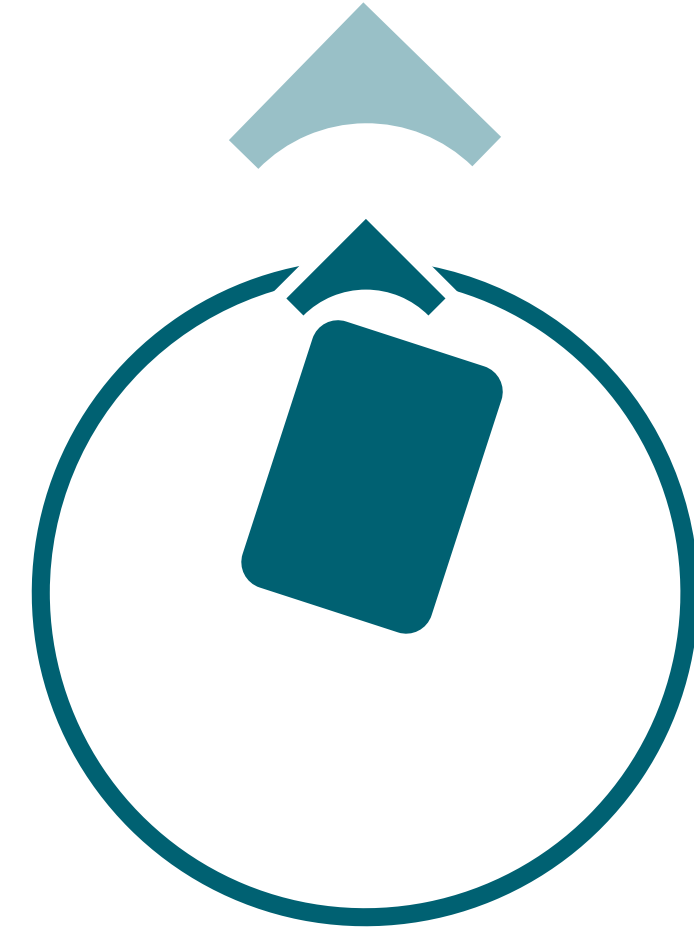
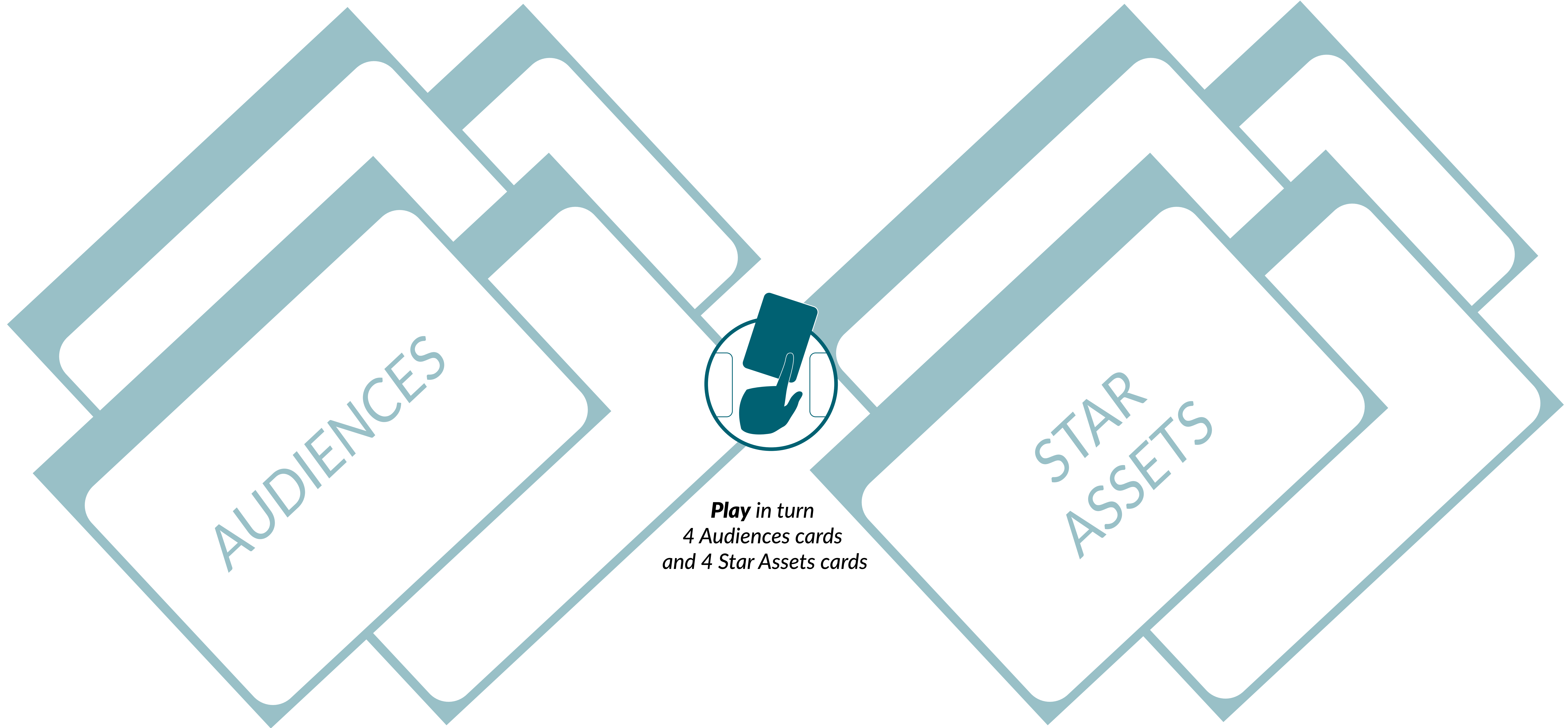
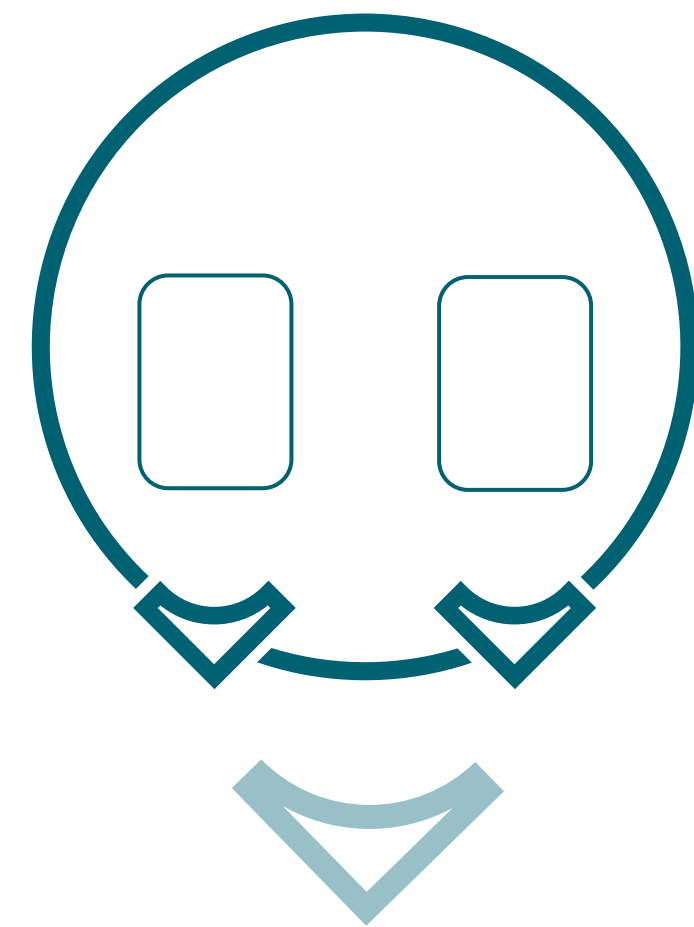


1. CONTEXT CANVAS

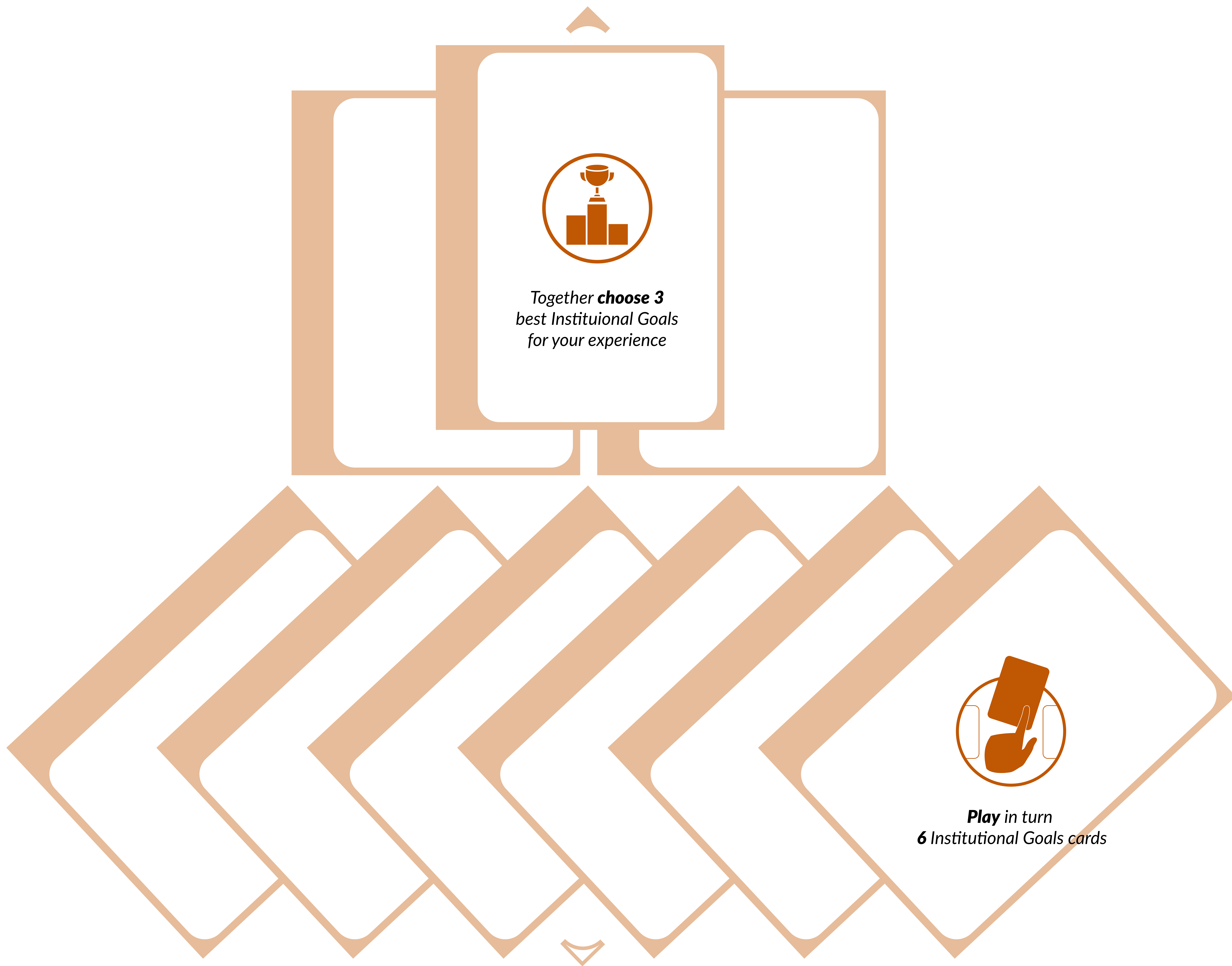


Move the chosen
cards above

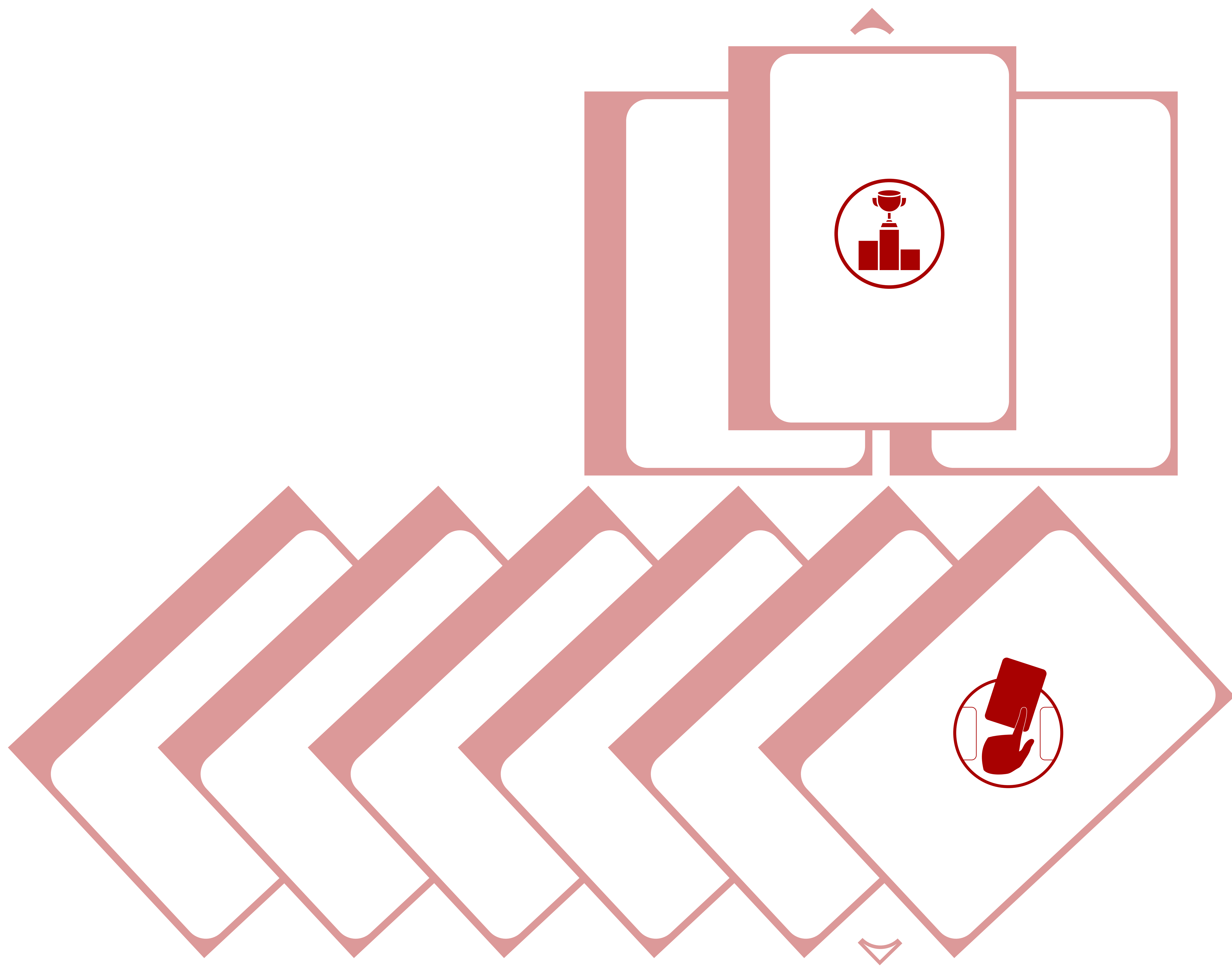


Move the discarded
cards below

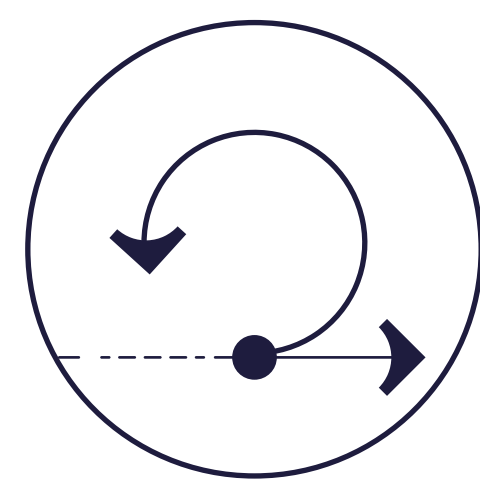
2. INSTITUTIONAL GOALS CANVAS



3. AUDIENCE GOALS CANVAS



5. IDEATION CANVAS



Place a post-it here and
write down your idea

A large rectangular area enclosed by a dashed line, intended for writing down ideas.