



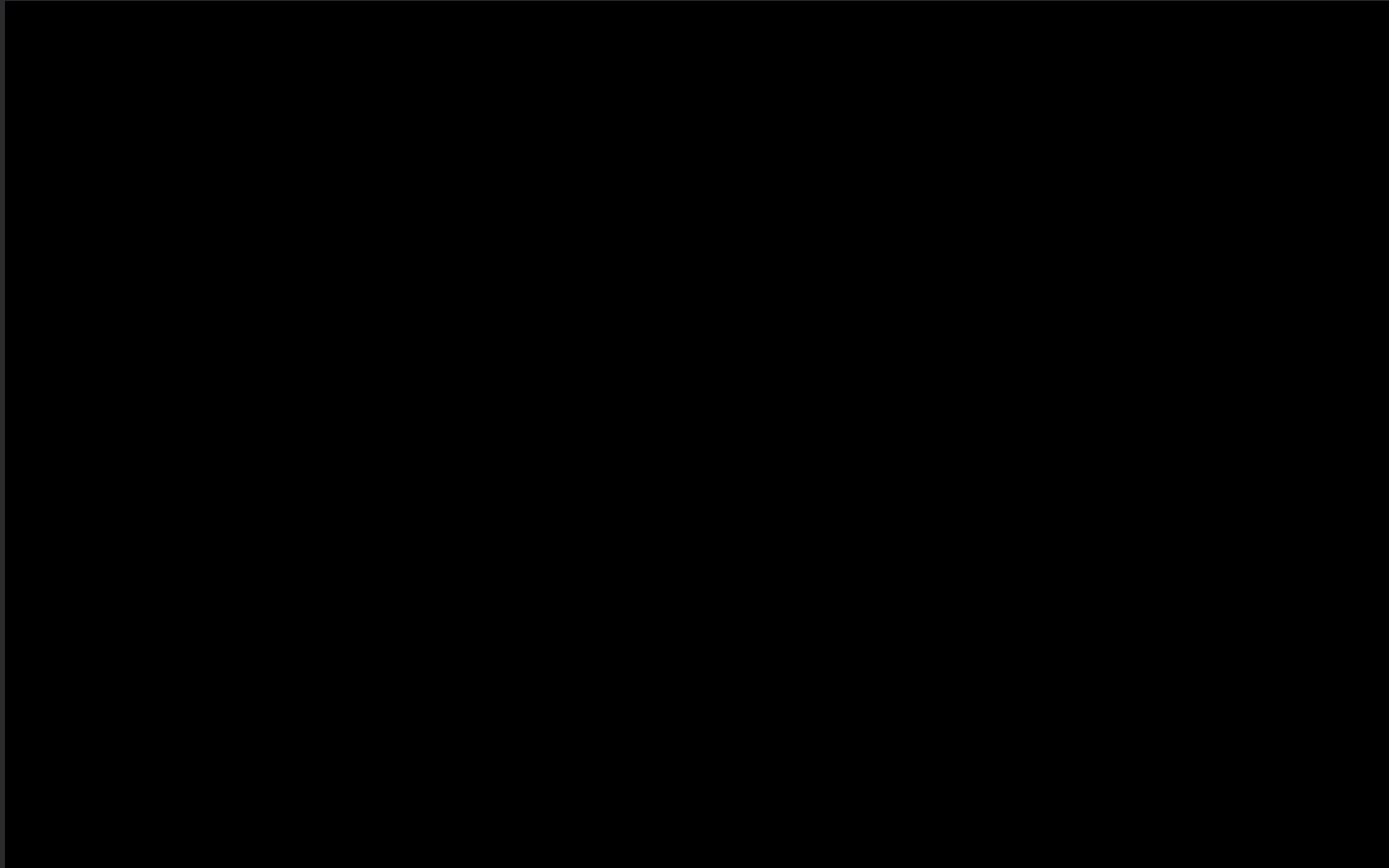
LEVEL UP

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How it played ...



The voice of reason



- Does it work? How do I know?
- Is the user experience a delight?
- Does it make sense?
- What can I share with our board?
- Am I getting my money's worth?

I'm technical by osmosis, but I care more about if it works and how you can prove it.

