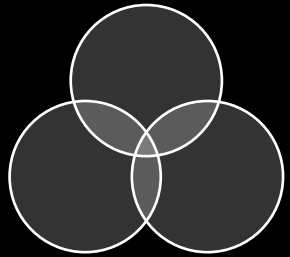


STRING

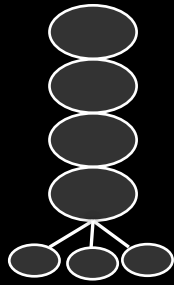


VENTURES

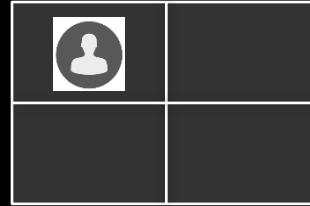
6Pack



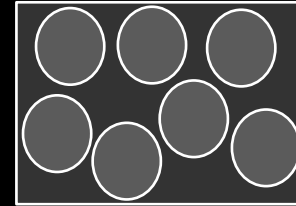
triangle



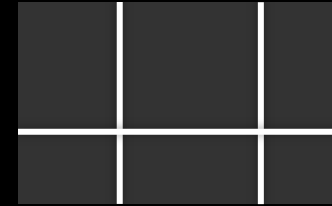
story



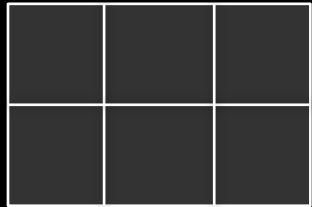
persona



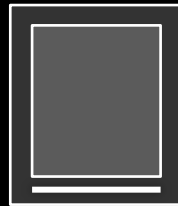
topic map



radiator



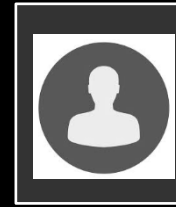
six pack



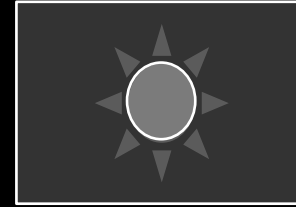
UVP



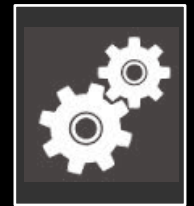
validation



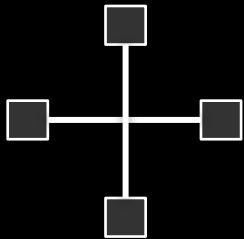
HRB



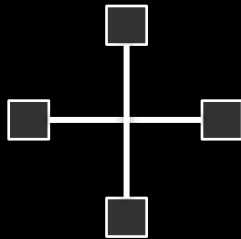
sunny day



proto



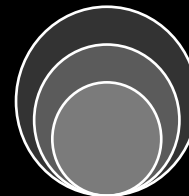
compet'n



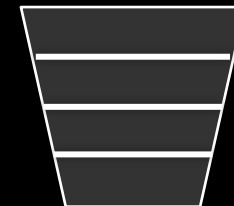
MVP



USP



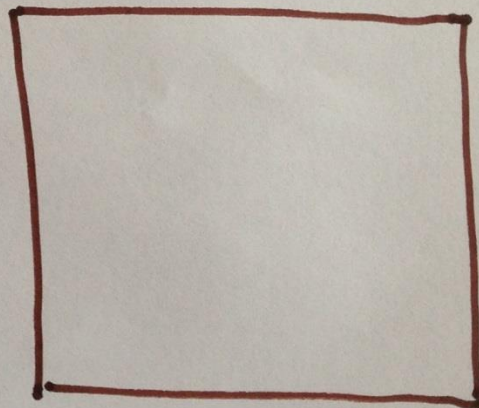
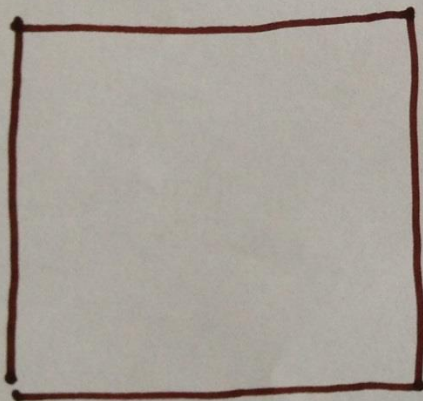
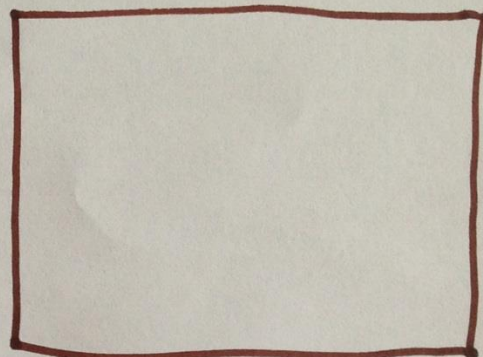
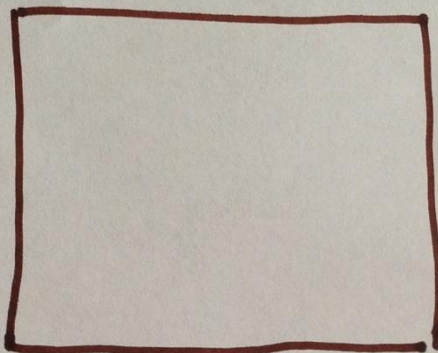
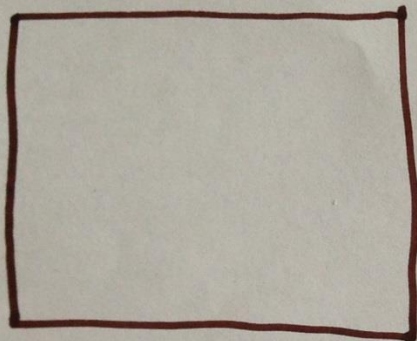
TamSamSom funnel



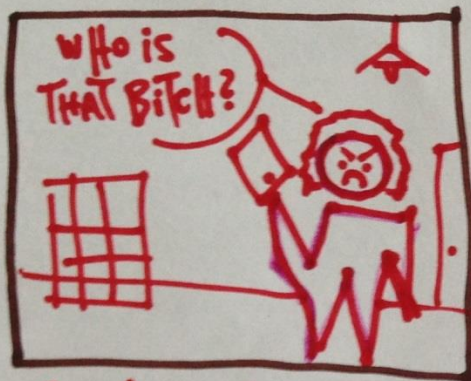
pitch

6Pack forces the team to
generate **breadth-first**
use case options **rapidly**

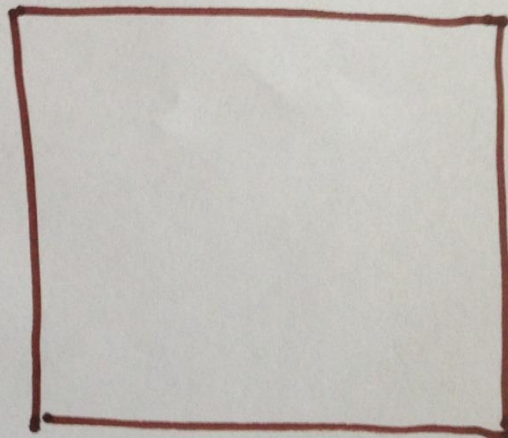
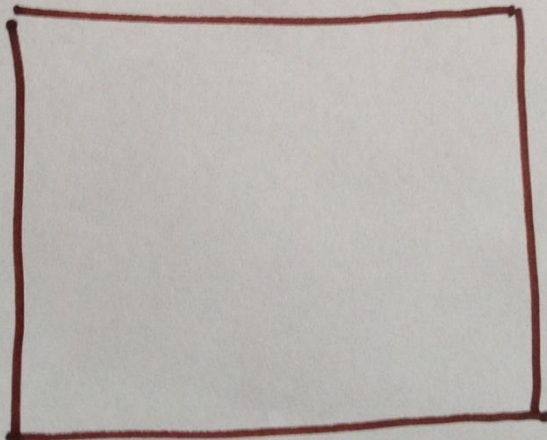
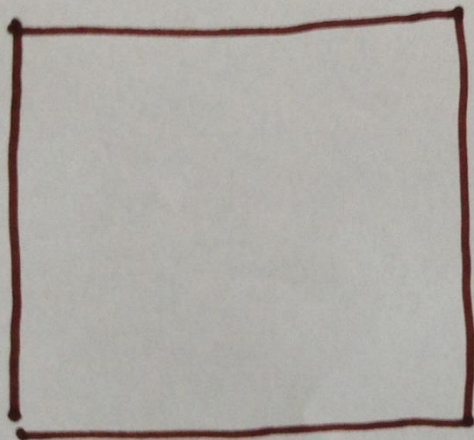
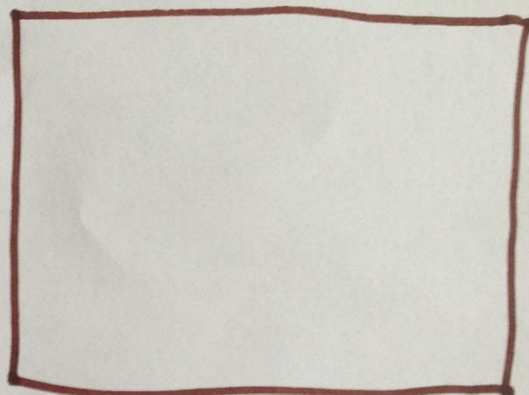
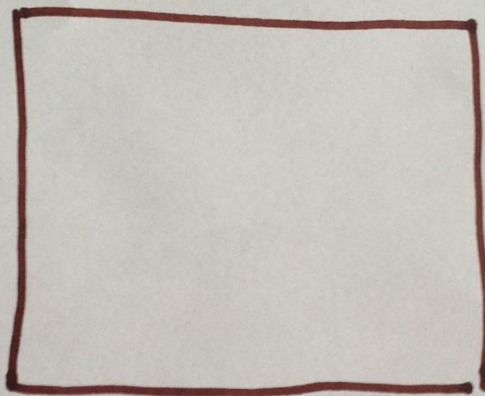
With _____, _____ CAN...



WITH STALKER, EDA, CAN...



STALK HER EX-BF



Generate Options

- Review the persona
- Draw 6 sketches of what persona can do with product
- Finish the sentence: With [product] [persona]can...
- Use emotion matrix
- Add a caption: Let the persona speak
- If you feel you get stuck: Go Faster
(speed kills the censor)

do it

Understand All Ideas

- Line up and tape 6ups on the wall, eye level
- Do a quiet read (5min)
- Talk through ideas, ask clarifying questions (5min)
- Don't persuade or dismiss, don't bias others (we're not deciding yet)

do it

Dot-vote items

- Each team member gets 3 votes
- Decide where you will place all three dots beforehand (don't bias others)
- You can place more than one dot on a sketch
- Have a conversation and select one ValueProp to focus on (5 mins)

do it

Form the UVP

- UVP will drive the smoke test
- Redraw the selected sketch on an A4
so it becomes a poster of your work so far
- UVP Poster is a key artifact

do it

WITH STALKER, EDA CAN



STALK HER EX-BF

Stick your UVP to the Radiator

Pick the Runner-Ups

- While voting, a cluster of scenarios came close to UVP
- Group them and set them aside for further A/B testing

do it

STRING



VENTURES

6Pack