

What went well?

What should we keep doing?  
What should we celebrate?  
Where did we make progress?

Unvilling marketing insight:  
Analysis of  
spending behaviour

What went poorly?

Where did we have problems?  
What was frustrating to us or others?  
What held us back?

I want to be able to work more quickly

I really like that feature

That was easy

This pop-up is distracting

How does this compare to similar products i've used?

Is this really worth it?



Make decision

saves work and shares with others

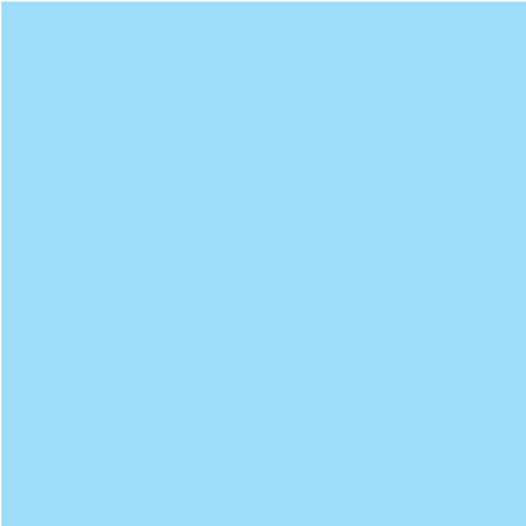
complete processes

DOES

Focused

Excited

Confused



Curious

What ideas do you have?

What ideas do you have for future work together?  
Where do you see opportunities to improve?  
What has untapped potential?

How should we take action?

What do you believe we should do next?  
What specific things should we change?  
What should extend beyond this meeting?