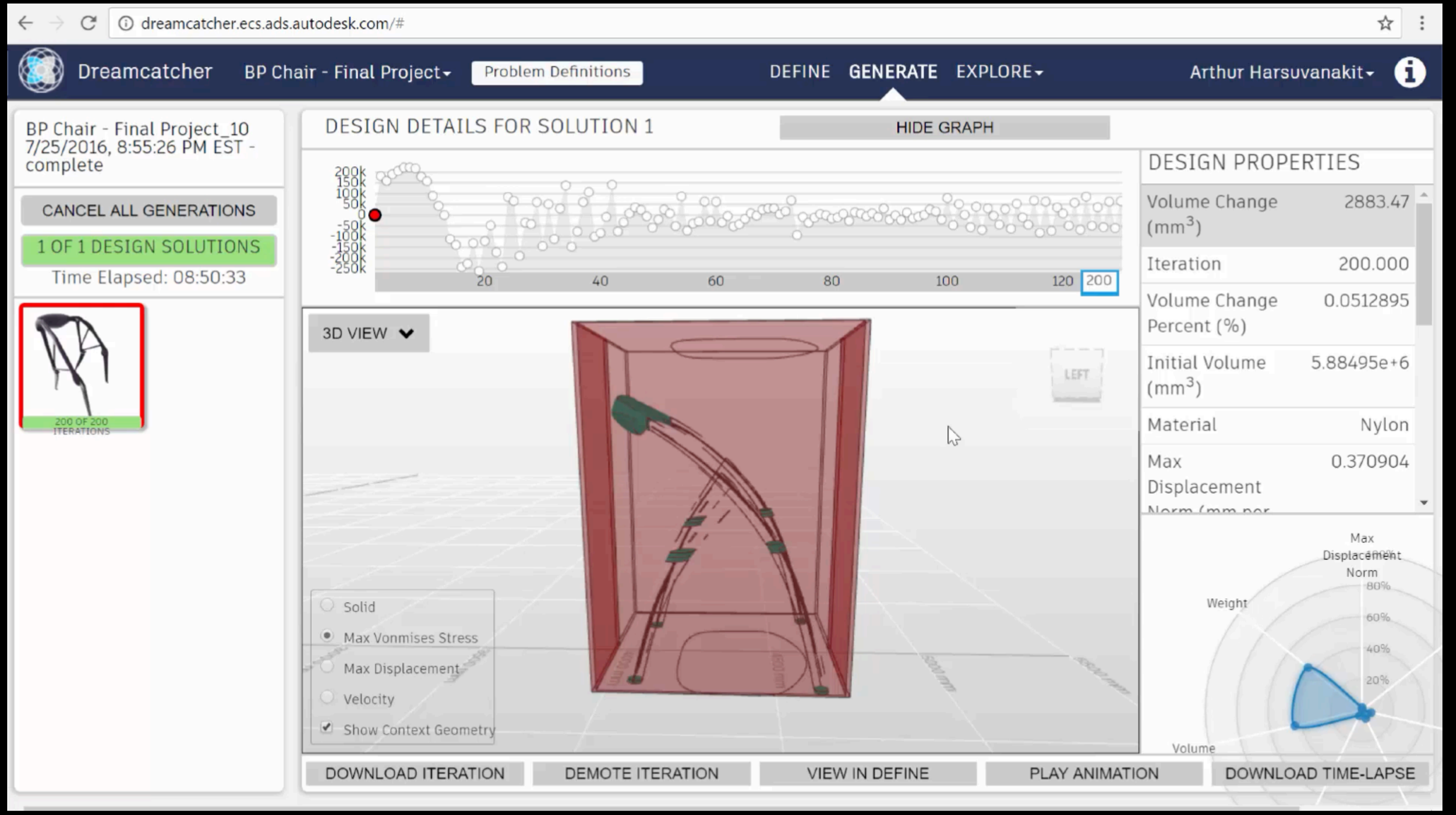
02

Rapid Validation

Early real-world tests to get out of the lab experiment and create buy-in.

EARLY UX & TECHNICAL VALIDATION - the idea is great, but how the hell do I use it …?