

Sketch

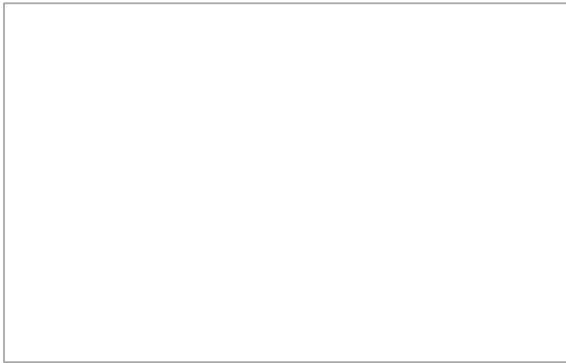
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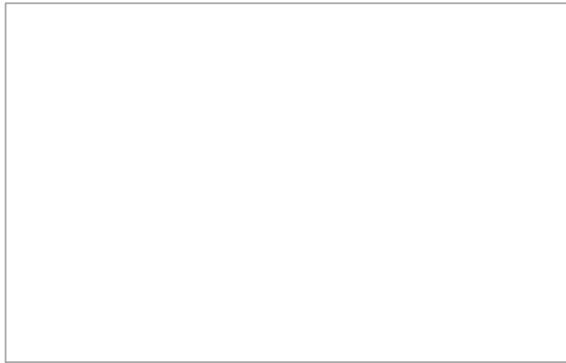


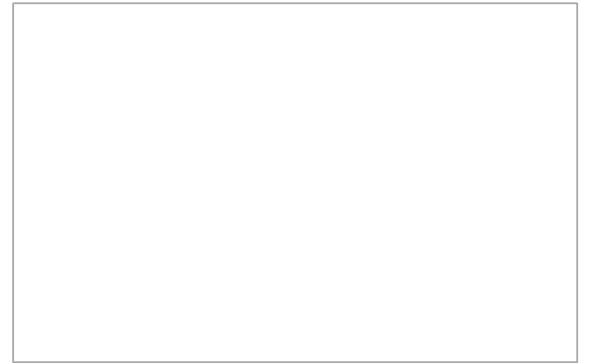
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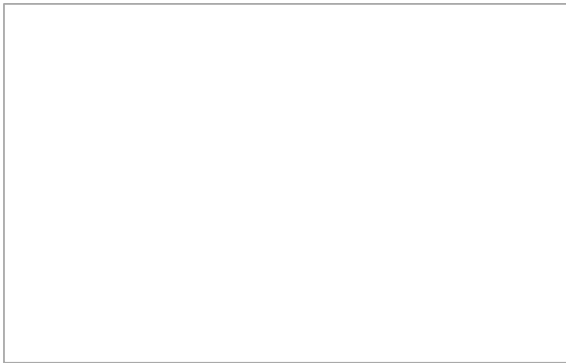
Storyboard

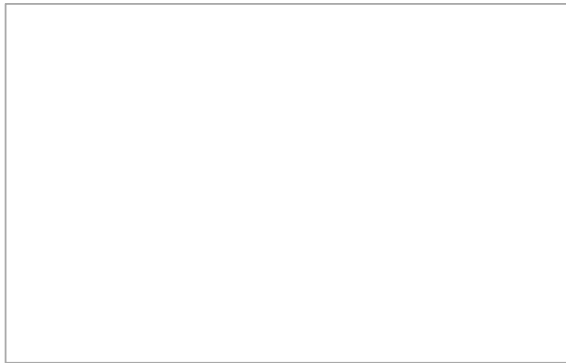
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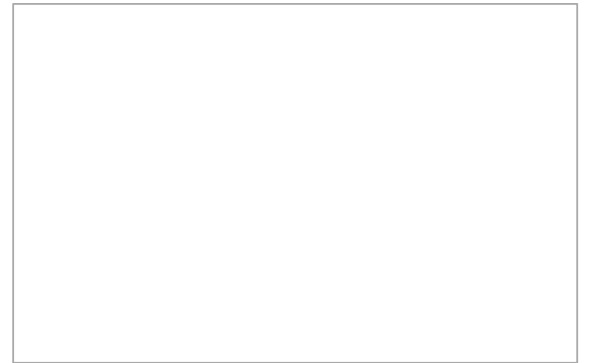












Concept

What is it called?

How does it work?

Who is it for?

What's in it for users and for us?

It makes _____ (activity)

feel _____ (quality)

It helps us to _____ (benefit)

What does it look like (interface or process)?

Which experience principles or goals does it address?

Manifesto
