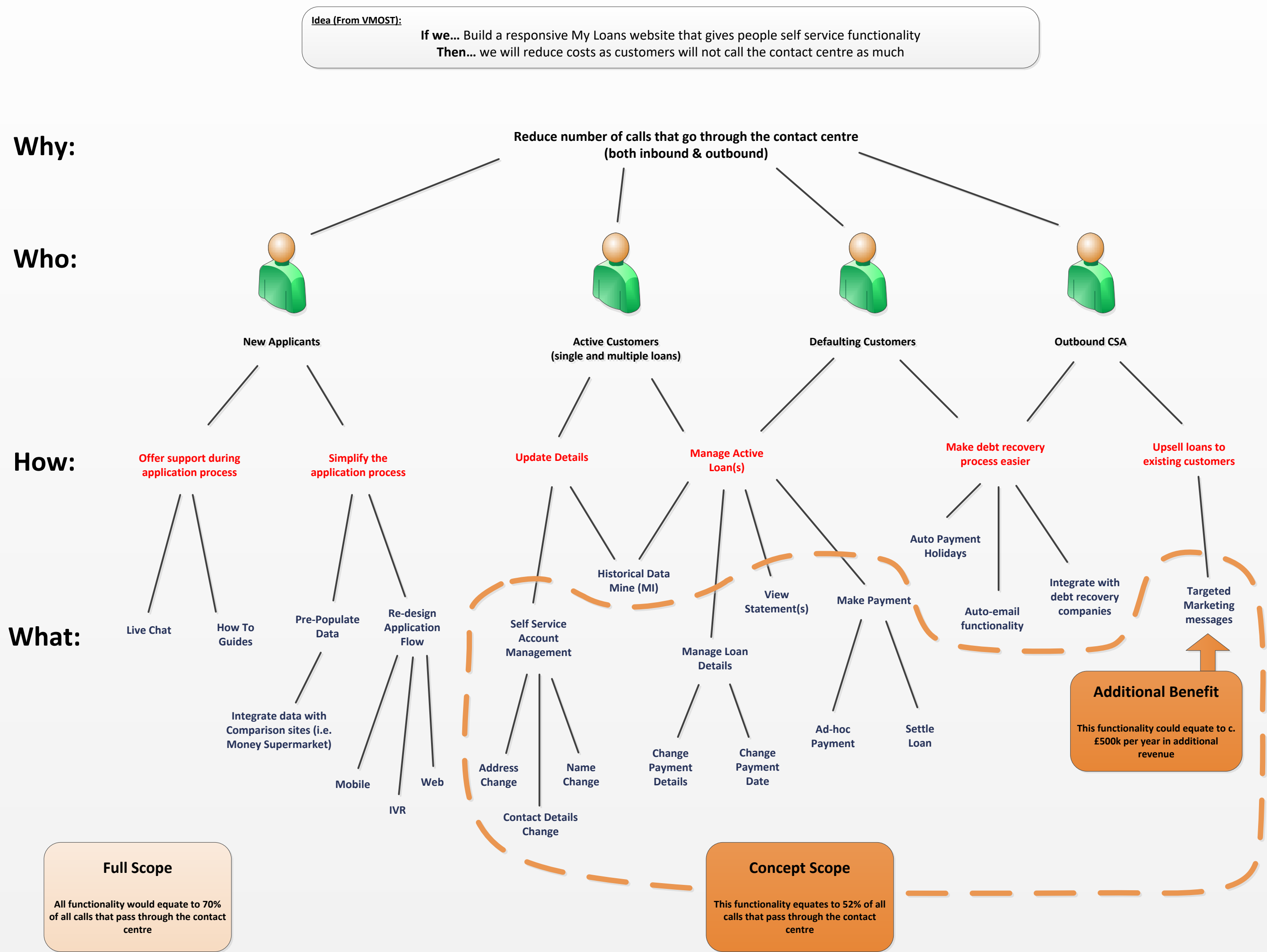
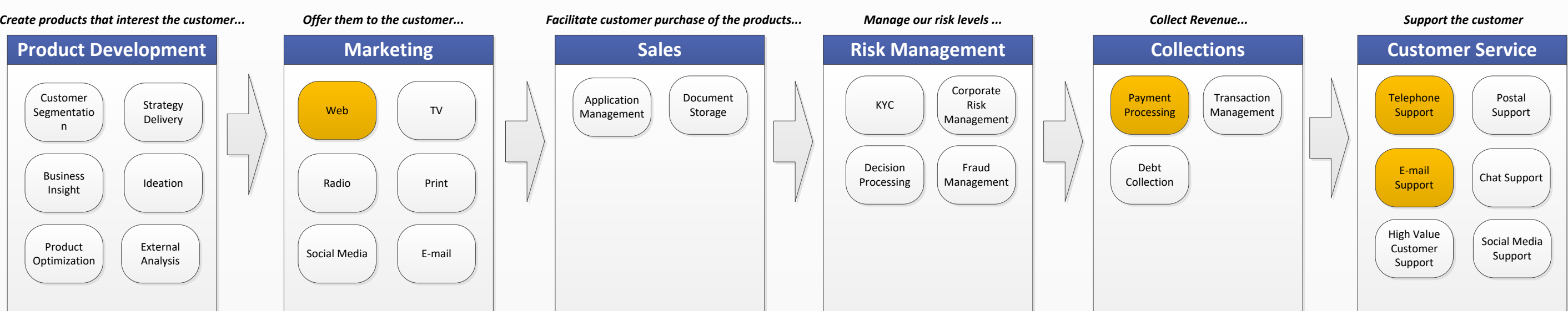


Impact Mapping Example:

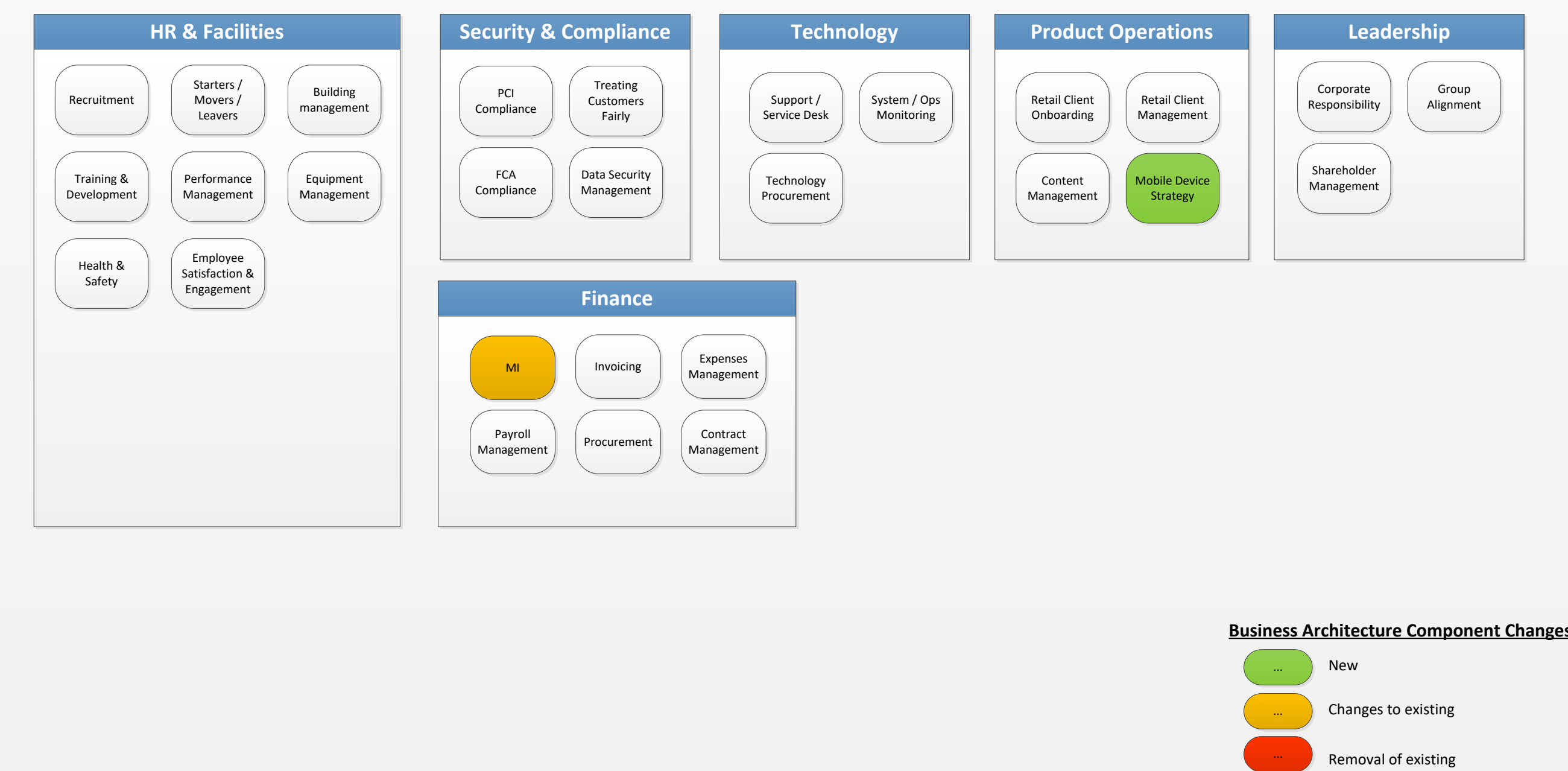


Business Capability Heat Map Example:

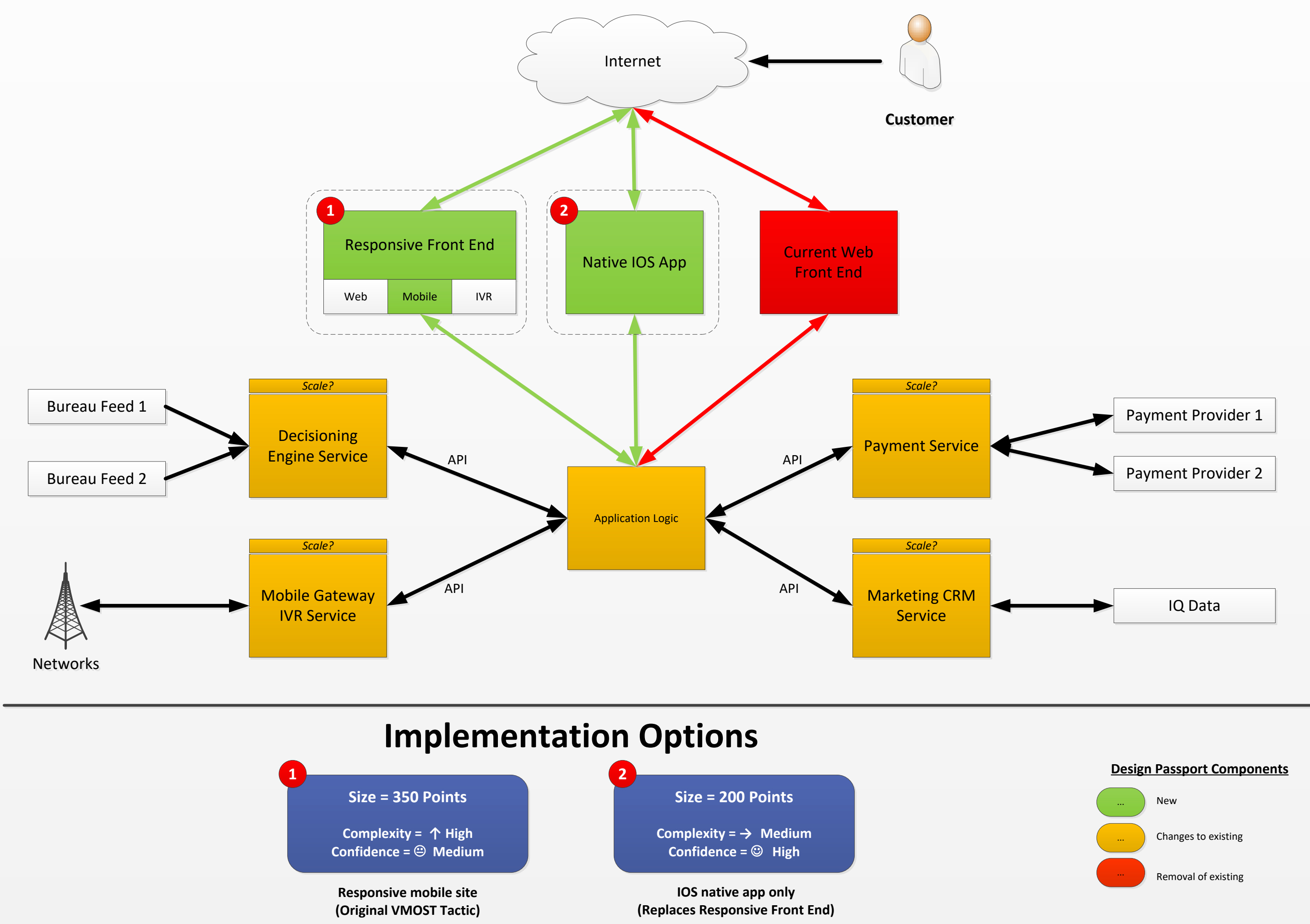
Primary Business Capabilities / Value Chain



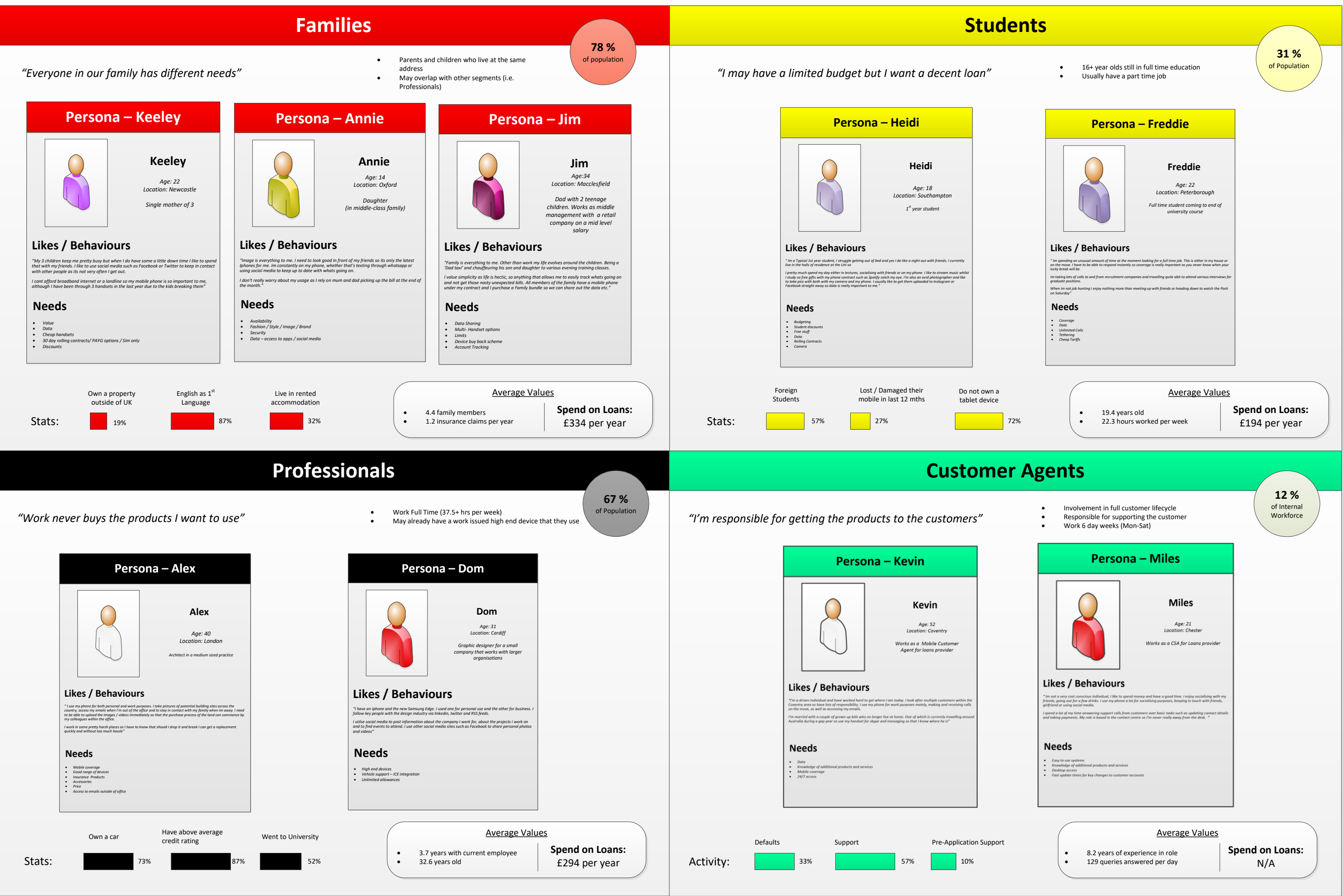
Secondary Business Capabilities



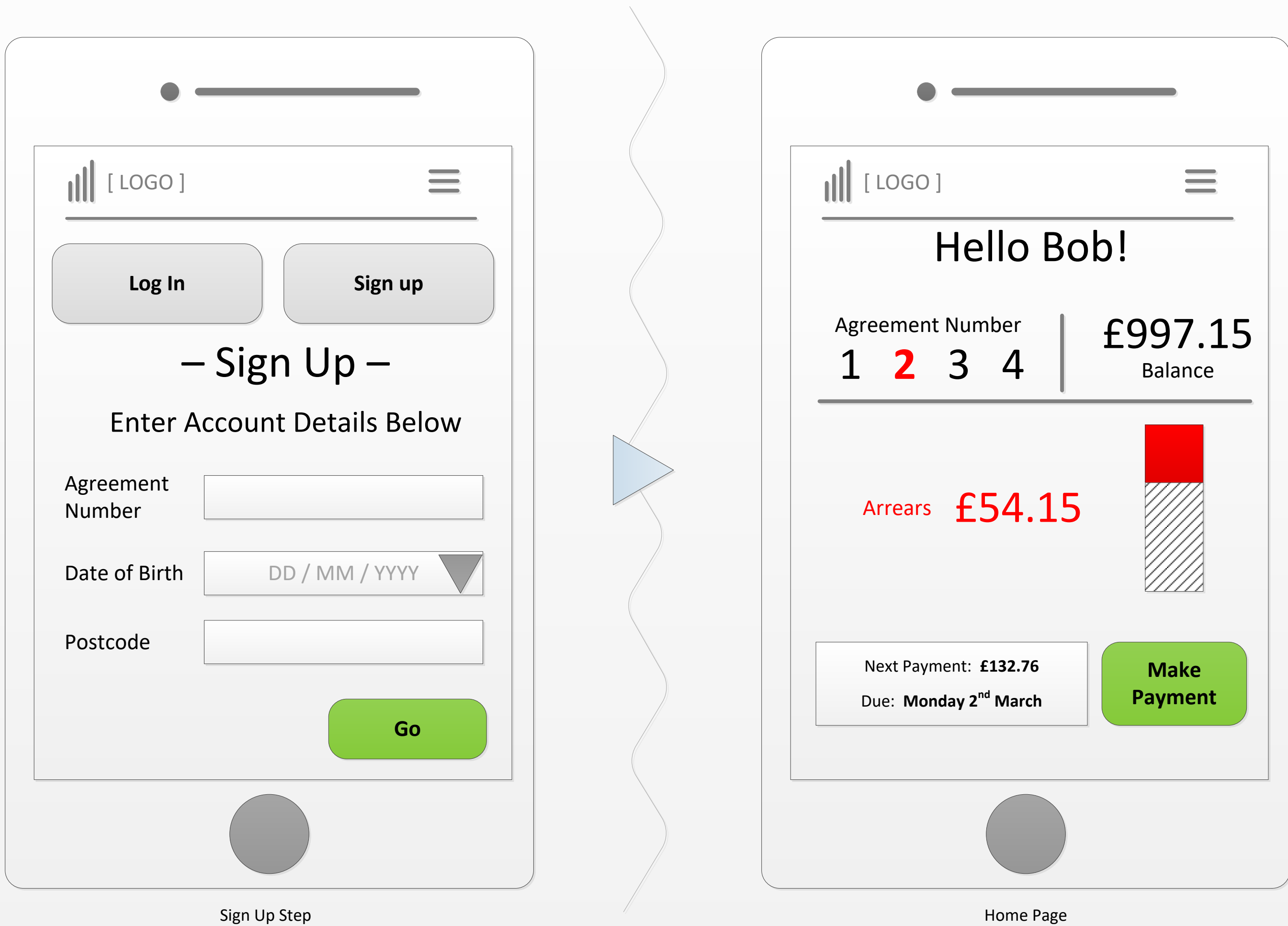
Design Passport Example:



Customer Segments & Personas Example:



Design Paper Prototype / POC Example:



Concept Card Example:

