

HELLO, MY NAME IS

Introduce the project/client and your role in a 1-3 sentence statement.



FROM THE ROOT

What were the problems/goals? Who did you talk to? Where did you find this information?



IDEATE & SKETCH

How and with whom did you work to establish truth, find clarity, and connect users' and business goals?



BUILD THE STORY

How did you synthesize everyone's ideas into a tangible concept? What are the proposed changes?



PROTOTYPE & TEST

How did you challenge/validate/disprove your theories? How did you iterate/adjust to feedback?



RELEASE & REFLECT

What was built? What was the outcome? How was it received? What are the future plans?

