

Benchmarking

- be sure to colour code for opinions - red, amber, green
- more comparative through layouts.

✱ move from "what can we do?" to "how best can we do it?"

Affinity diagram cards

- all known research and info
- questions
- concerns
- insights.

- ↳ sort into → what relates them?
- columns
 - key ideas.
 - groups.
 - opportunities.

Customer journey map.

- map user experience through process and user's emotion.

→ Affinity sort pair points will indicate positives and negatives.

Flow diagram/map.

→ Map out main journey
— some edge cases.

→ Look at choices that are mandatory or optional.