

WHITEBOARDING HELP

Bold statement

1. Start by writing a bold statement that supports your value proposition: *People are using more time for cooking.*

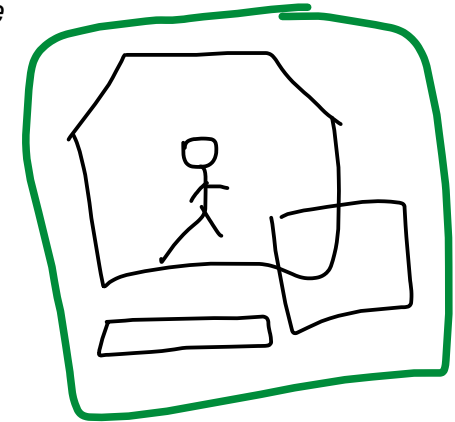
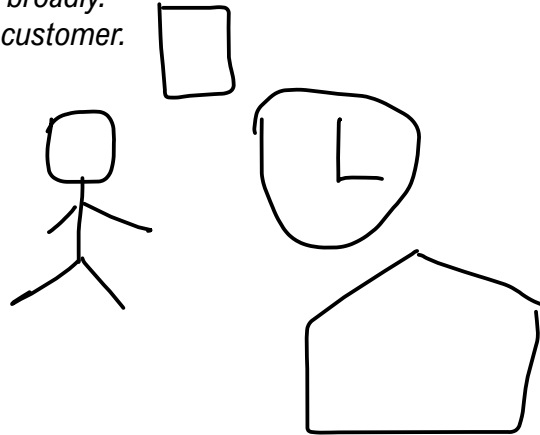
2. Discover the goals of the company from website, confirm with customer:

Goals:

1. _____
2. _____
3. _____

5. Describe how your solution will improve the customers current state, by drawing the new future state

3. Describe the customer's current state, broadly. Confirm with customer.



Current state effects:

1. _____
2. _____
3. _____

4. Current state causes these effects, confirm with customer (*loss of free time, buying of new cooking apparel...*)

Consequence:

1. _____
2. _____
3. _____

6. List the consequences that the change will make. It's good if these are the opposite of the current state effects in 4.

Result:

1. _____
2. _____
3. _____

7. State the outcome which should now support the goals in 2.

8. Agree on what should happen now to reach the wanted results

Next steps: _____

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Goals:

1. _____
2. _____
3. _____

Current State Effects:

1. _____
2. _____
3. _____

Consequence:

1. _____
2. _____
3. _____

Result:

1. _____
2. _____
3. _____

Next steps: _____