

ACTIONS

WW
WH 5W+H

concept fan



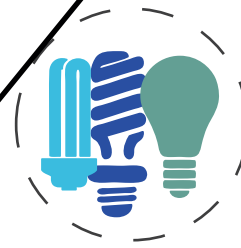
meta map



theme map



CONVERGE



MARINATE



Randomization

DIVERGE



6 thinking hats

Rolestorming



target and target audience

PREPARATION