What do you need to know more about the objective and how will you do that?
(People, Methods and Tools, Resources, Expectations)
What do you need to know more about the target users? How will you recruit them?
(People, Methods and Tools, Resources, Expectations)

which methods and tools should be used to clarify each step?
(cards: Methods and tools)
What is the experience for the target user? What activity/actions will the user complete in Idealab? (People, Methods and Tools, Resources, Expectations)

which resources are needed for each step? (cards: Resources)
What are the user motives to join IdeaLab? What activity will users complete based on these motives? (People, Methods and Tools, Resources, Expectations)