

# OBJECTIVE



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

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who should be involved in each step?  
(cards: People)



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

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which methods and tools should be used to clarify each step?  
(cards: [Methods and tools](#))

# EXPERIENCE

which resources are needed for each step?  
(cards: Resources)

What is the experience for the target user? What activity/ actions will the user complete in Idealab? (People, Methods and Tools, Resources, Expectations)



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what are the expectations  
for each step?  
(cards: Expectations)



# MOTIVES

What are the user motives to join IdeaLab? What activity will users complete based on these motives? (People, Methods and Tools, Resources, Expectations)

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