

YOU ARE HERE

CHECKPOINT 02 - DESTINATION

Give the business a destination clear enough that the roadmap can point somewhere.

THIS MUST BE DONE BEFORE MOVING FORWARD

- ☐ I can describe the type of customer I want to help.
- ☐ I can describe the problem, desire or progress they care about.
- ☐ I can describe the result I intend to help them move toward without making promises I cannot control.
- ☐ I chose one lane/vehicle for this V1.
- ☐ I wrote a simple destination sentence.

DEFINITION OF DONE

A stranger can understand WHO I want to help, WHAT I help with and the direction of the result.

ALL COMPLETE? -> NEXT: 03 - ROADMAP

NOT COMPLETE?

Continue the task, OR deliberately skip it and write why. The destination can stay fixed while the route changes when evidence gives you a reason.