

quer your stakeholders (public). There isn't a good or a bad way. There is only the idea of courage or its lack. Gather as many ideas as possible.

There are no limits! Write down the boldest way to con-



down information about them, what they want, how they interact (offline, digital). Speak with at least 3 people to

WITH WHOM DO YOU COMMUNICATE?

Maybe you already know your public or not. Either way, write

MAKE A PLAN

validate your ideas and build at least a persona - build **personas** (find out about personas here - https://www.hubspot.com/make-my-persona).



you've created follows **brand elements?** What about **style** guide elements? Line them up! It's not easy, but from here

connect your endeavor to **the brand**. To what extent, what

you can get some even cooler ideas.



prototype, on which you can get the first round of feed-

back.

CREATE THE PROTOTYPE

Too many analysis steps, strategic thinking, and sketches.

It's time to give life to the concept. Create a sample, **the**



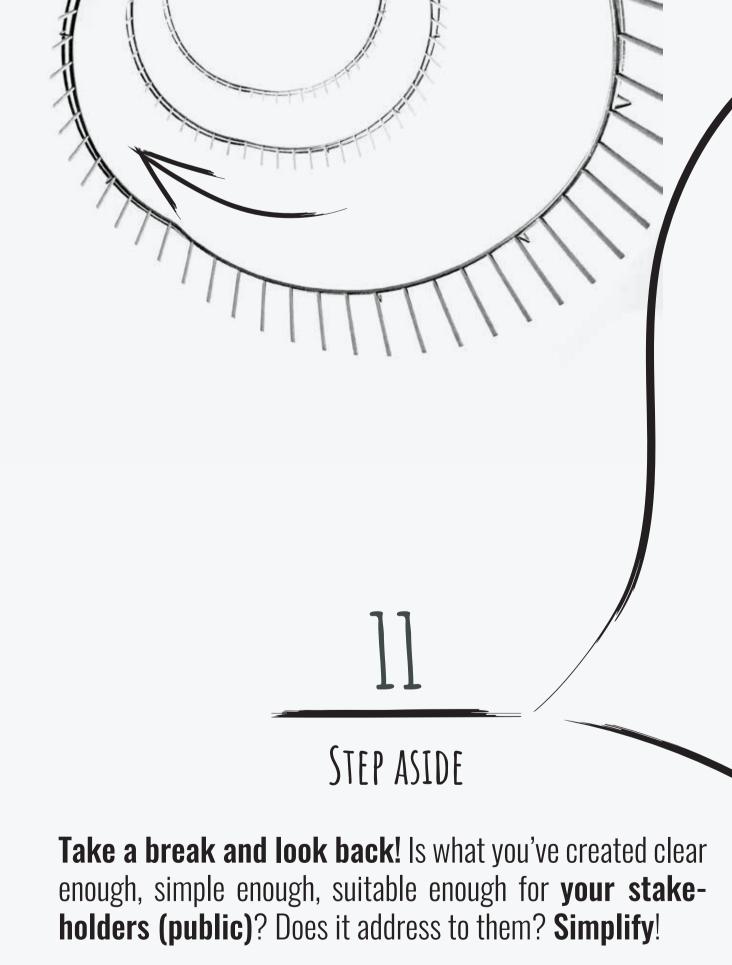
dience and simplify, simplify, simplify.

INVESTIGATE

Take 2-3-4 days of **analysis and reflection**. Ask for **feed-**

back, discuss, analyze. Don't rush this stage! It's an essen-

tial period to find that genius element.

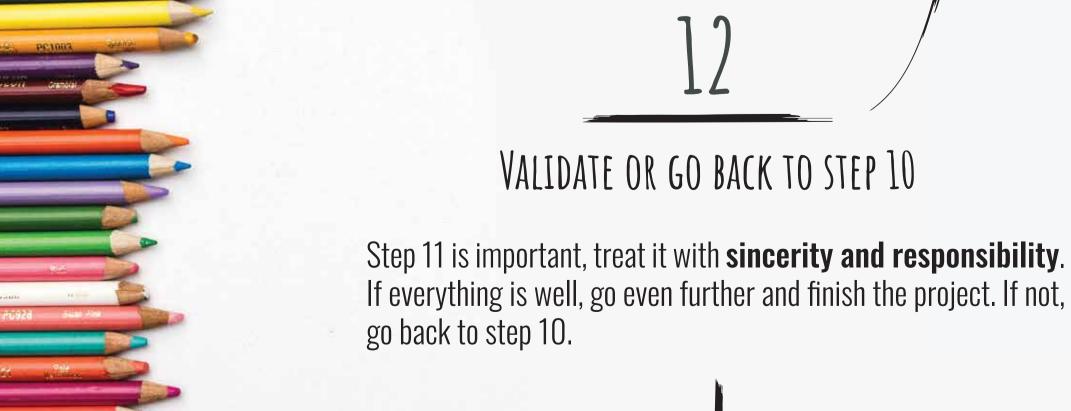


MOVE FORWARD

You already have all the information, move forward and

create what you have gathered until now, especially

what you've learned in stage 8. It will be an upward way.



THE JOY OF THE END



inspire and to make a change. Perfect, next time it will be easier and better. Don't stop thinking big!



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ABOUT