

# Cohort 2 Roadmap

4 weeks .....▶ 29 weeks .....▶

## **INITIATION**

Challenge briefs

Vendor briefs

Dialog day

*Team commitment*

## **DISCOVERY**

Team charter

Field study

Journey map

*Reframe*

## **IDEATION**

Explore solutions

Assess alternatives

*Select concepts*

## **PROTOTYPING**

Test concepts

Refocus

*MVP prototype plan*

## **EVALUATION**

Build MVP

Run live MVP

Collect data

Evaluate results

*Procurement decision*