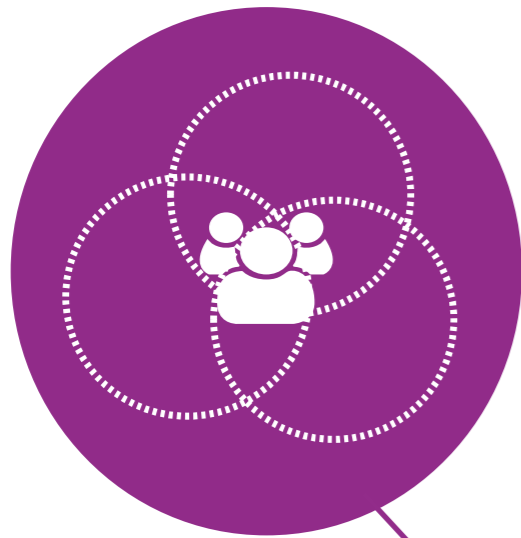


Discovery



continue?

**Understanding
context and
problems
to solve**

Alpha



continue?

**Testing
options by
prototyping**

Beta



continue?

**Building
and refining
options**

Live



**Continuously
improving**

