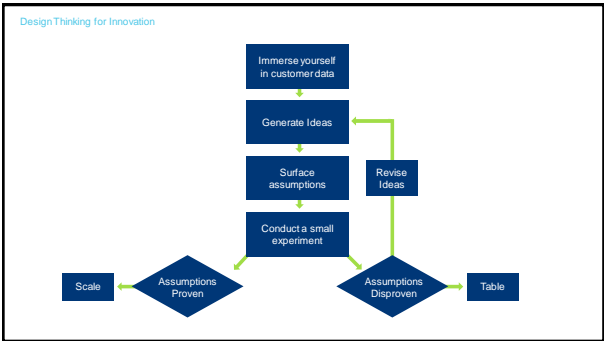
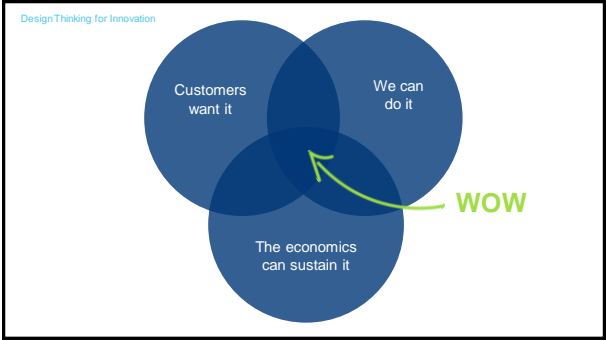



Design Thinking for Innovation

Module 4

Experimentation

with Jeanne Liedtka



[Design Tool]

Learning Launch

A small experiment that tests your new idea in the real marketplace.