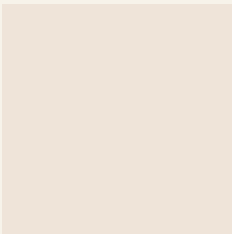


UNDATED PLANNER

My Product Launch Path

Test the promise before scaling the noise.



DEVICE

CALENDAR

WEEK START

iPad 11-inch / Goodnotes

Undated

Monday

YEAR AT A GLANCE

01 January	02 February	03 March	04 April
05 May	06 June	07 July	08 August
09 September	10 October	11 November	12 December

INCLUDED

12 months - 52 weeks - Goals - Habits - Notes

Layout - agenda week - intentions month

WEEK INDEX	THIS WEEK	THIS MONTH	SHAPE
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MONTH 1

Launch Month

W	MON	TUE	WED	THU	FRI	SAT	SUN
01	W1						
02	W2						
03	W3						
04	W4						
05	W5						

WEEKS

W1

W2

W3

W4

W5

EVIDENCE / PRODUCT MILESTONE

TESTS / DECISIONS / LAUNCH DATES

< previous

next >

WEEK 1

Launch Week

Move the product forward through evidence, bounded tests, clear decisions, and one credible customer promise.

CUSTOMER QUESTION		MILESTONE / DECISION	EVIDENCE NEEDED

MON

RESEARCH / BUILD / TEST / DECIDE

1

TUE

RESEARCH / BUILD / TEST / DECIDE

2

WED

RESEARCH / BUILD / TEST / DECIDE

3

THU

RESEARCH / BUILD / TEST / DECIDE

4

FRI

RESEARCH / BUILD / TEST / DECIDE

5

SAT

RESEARCH / BUILD / TEST / DECIDE

6

SUN

RESEARCH / BUILD / TEST / DECIDE

7

ASSUMPTIONS AT RISK

FEEDBACK TO REVIEW

ASSETS / DEPENDENCIES

LAUNCH SIGNAL

SHAPE

Product Opportunity

Define the customer, situation, unmet need, existing alternatives, and evidence worth pursuing.

CUSTOMER / CONTEXT	PROBLEM / DESIRED CHANGE
CURRENT ALTERNATIVES	EVIDENCE OBSERVED
WHY THIS OPPORTUNITY	WHAT REMAINS UNKNOWN

LAUNCH

Research Interview Log

Capture context, observed needs, exact language, and questions without turning one conversation into a market.

DATE / PARTICIPANT	CONTEXT / NEED	EVIDENCE / LANGUAGE	LEARNING	FOLLOW UP