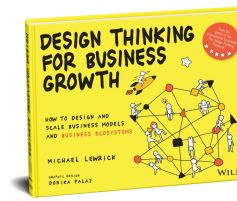


# EXPLORATION MAP



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Quick guide: The *Exploration Map* provides the team with an overview of the experiments carried out and shows, for example, in which areas additional experiments should be carried out. The map provides information about the expectations of an experiment and its effect on the target group. Use post-its to first classify the experiments already carried out on the Exploration Map in the template.

More tips & tricks for this template on book page: 199

