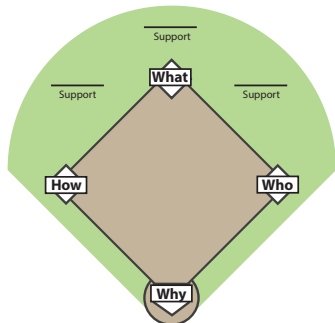


# Intentional Design Framework

## The Homerun Method



Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

**On Deck**

### Purpose?

**START with WHY - Justify**  
purpose, cause

WHY are you doing this? (Don't make this about you)  
What we can do for them.

**1st**

### Audience?

**WHO - Identify**  
customer, organization

WHO is your audience?  
What is the smallest audience that your services and/or product can help?

**2nd**

### Problem?

**WHAT - Clarify**  
conflict, desire, opportunity

WHAT do they want or need that you have? (not what do you want to give them?)

**3rd**

### Plan?

**HOW - Specify**  
solution, action strategy, resolution

HOW will you help them do it? The plan or steps they needs to take?  
Tools that you will give them?

**HR**

### Benefit?

**WHY - Qualify**  
result, success, promise

WHY does it matter to them? What does success look like to them  
Did we solve the "why it matters"? What can they achieve or accomplish?  
What can they avoid or stop?