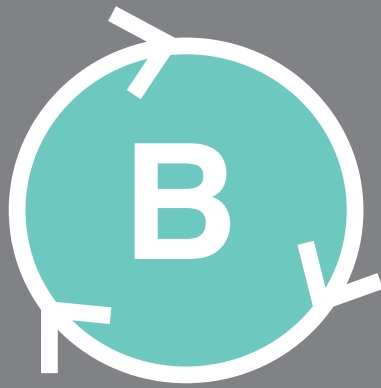# PHASE 1: prototype to learn
explore variables across multiple ideas

PHASE 2: prototype to pilot
bring together variables to test

PHASE 3: pilot to launch
refine ideas to design pilot