

ASK A BETTER QUESTION.

A clear question gives the work a public direction.
Write the decision before you decorate the page.

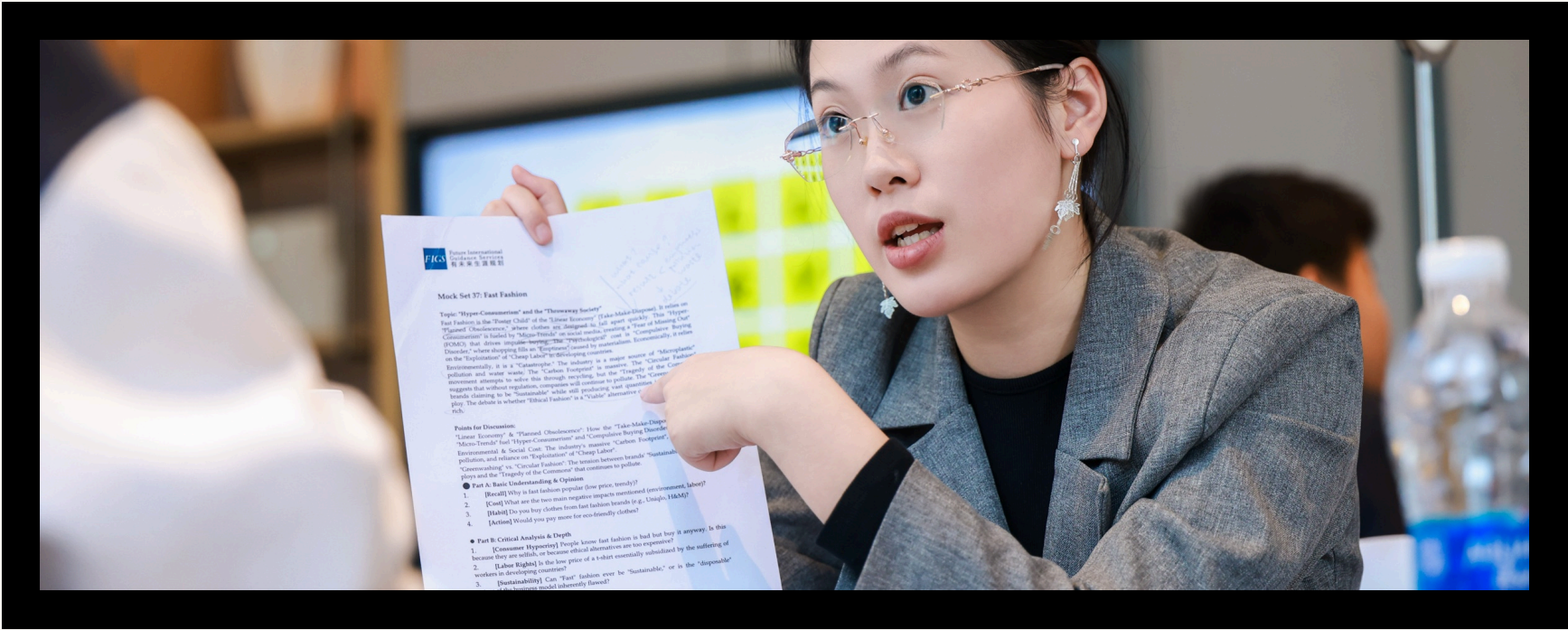
01 / LEAD

SIGNAL RED FIELD



SHOW THE EVIDENCE.

A claim earns trust when the source stays in frame.



SOURCE

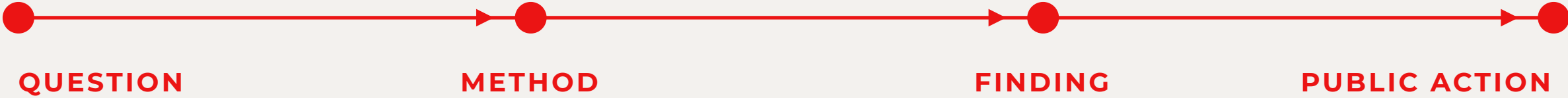
[EDITABLE]

DATE

[YYYY.MM.DD]

LIMIT

[WHAT THIS DOES NOT SAY]



EVIDENCE

EVIDENCE

MAKE THE NEXT STEP VISIBLE.

Turn a finding into one responsible next move.



PROTOTYPE

