

One page. *Three boxes.* Pen, not keyboard.

Product

Date

Who it's for

1 • FLOW

ARROWS, NOT SENTENCES

Who starts it → what they see → what they get → where it ends. More than six boxes? You have two products.

2 • JOURNEY

ONE SENTENCE EACH

First use: what makes them trust it?

The hard case: what breaks their patience?

The day it saves them: what do they tell a colleague?

3 • ARCHITECTURE

DRAW THE HAND FIRST

A box per service · a cylinder per data store · ★ where the AI sits · 🖐 where a human must say yes before something leaves.

□ service

○ data store

★ AI

🖐 human approval