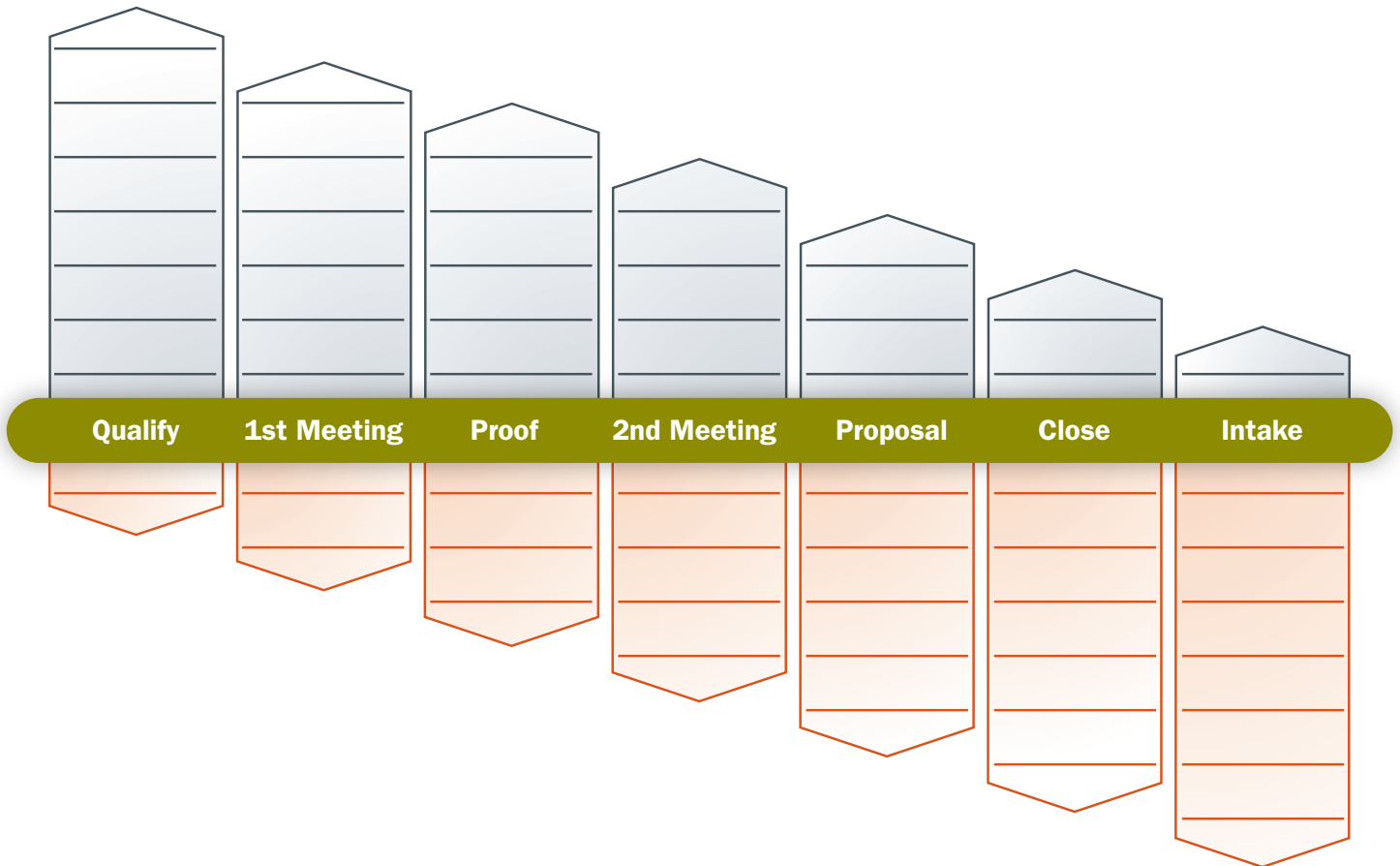


Progressive Discovery/Disclosure

Progressive Discovery

What do you need to learn from the whale?



Progressive Disclosure

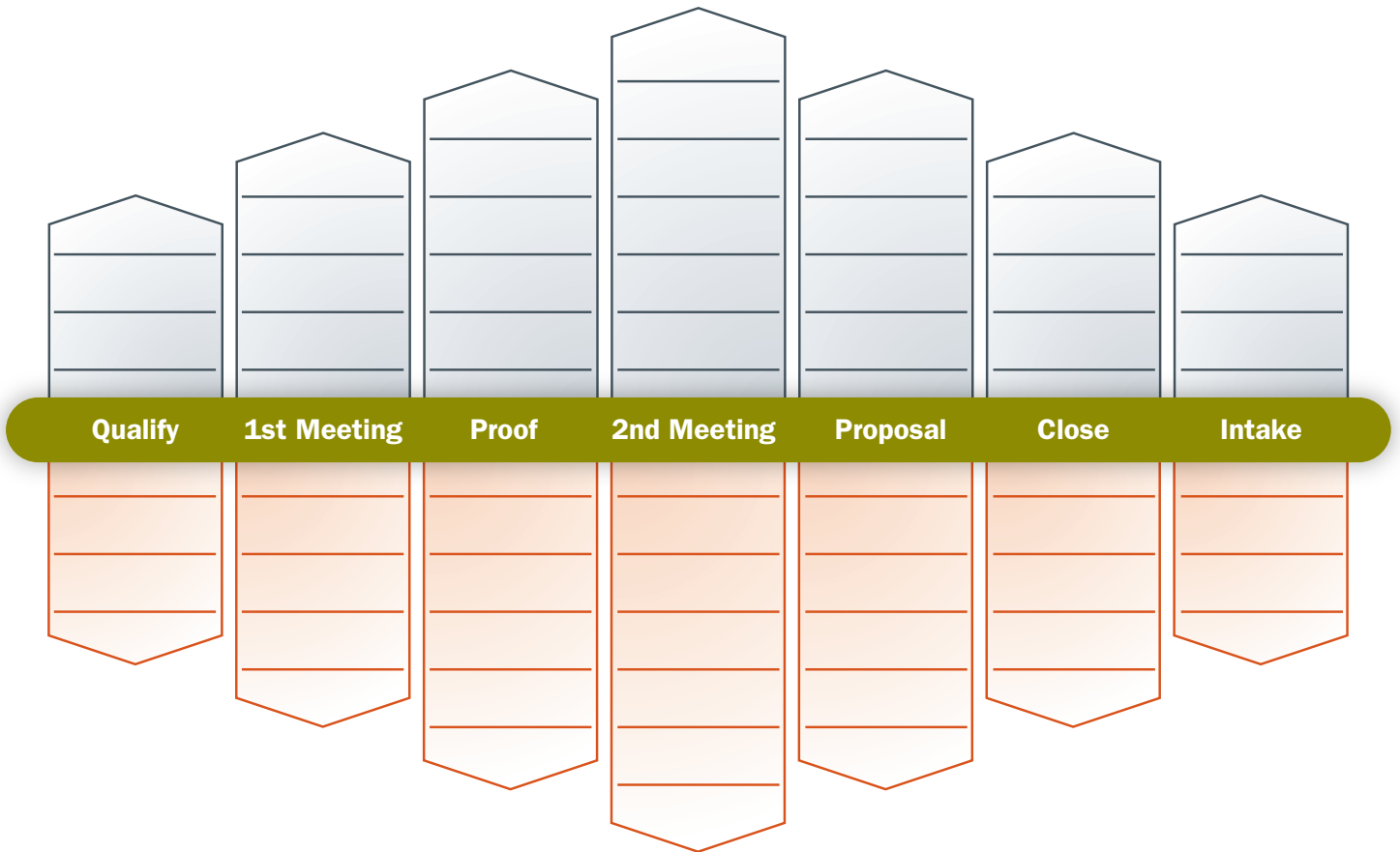
What do you need to disclose?

Keep in mind:

1. Information is the KEY
2. Not too much, not too little, just right
3. Predict, Experience, Summarize

Progressive Discovery/Disclosure

Who is present from the whale?



Who represents your boat?

Notes: