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5D Funnels

D1SCOVER

CARE	CLARITY	COMPASS	CRITERIA	CANDIDATE	COMMIT
Needs	Awareness	Obstacle	SWOT	Persuasions	Lists
Incentives	Incite	Symptoms	Demands	Resumes	Comparisons
Meanings	Stability	Hypothesis	Supplies	Curriculum Vitae	Rankings
Resolve	Potential	Inquiries	Products	Portfolios	Prioritizations
Benefits	Entropy	Diagnosis	Services	References	Considerations
Ethics	Improvements	Intentions	Disciplines	Best Practices	Eliminations
Participants	Optimization	Strategies	Prospects	Qualifications	Select/Choose

D2FINE

CUSTOMER	CONTRACT	CAPITAL	COST	COMMAND	CONTROL
Citizens	Legislative	Investment	Liabilities	Executives	Judicial
Custom/Culture	Insurance	Infrastructure	Promise	Prudence	Discipline
Genes/Environs	Proposals	Assets/Cash	Notes/Debt	Guidance	Prevention
Audience	Negotiations	Holdings	Expenses	Leadership	Enforcement
Employees	Agreements	Raw Materials	Acquisitions	Operations	Security
Employers	Guarantees	Resources	Creditors	Orders	Oversight
Human Resrcs.	Diplomacy	Equipment	Payments	Responsibility	Expectation

D3SIGN

CONCEPT	COGNITIVE	CREATIVE	CONTENT	CONTAIN	CARRIER
Brainstorms	Audience	Stories	Data	Classifications	Systems
Patterns	Personas	Thumbnails	Information	Schemas	Transports
Functions	Sensations	Styles	Knowledge	Containers	Traffic
Features	Perceptions	Themes	Wisdom	Shells	Routers
Blueprints	Languages	Identity/Brand	Entities	Queries	Logistics
Projections	Human Factors	Treatments	Attribs/Props	Picking	Handlers
Prototypes	Usable/Scenario	Storyboards	Messages	Packing	Mockup

D4VELOP

CALIBRATE	CAPTURE	CRAFT	CONVERT	COMPOSE	COMPLETE
Preparations	Procurement	Rough-In	Performance	Needs	Quality Assur.
Tolerance/Meas	Collect	Modeling	Manufacture	Incentives	Verifications
Formulas	Assets	Rigging	Consumption	Meanings	Freeze
Algorithms	Materials	Animation	Execution	Resolve	Cure
Alignments	Locations	Texture/Coat	Translation	Benefits	Packaging
Standards	Media	Applications	Transform	Ethics	Label/Serialize
Safety	Medium	Atmosphere		Participants	Master/Final

D5LIVER

CONTACT	CHANNEL	CONFIGURE	COMPETENCE	CATALYST	CLOSURE
Communicate	Distribution	Clean Outs	Certify	Launch	Release
Promotions	Shipping	Install	Educate	Roll Out	Recall
Public Rel.	Warehouse	Setup	Instruct	Assimilate	Terminate
Advertising	Resellers	Customize	Learning	Ready	Retire
Marketing	Retailers	Adjust/Tweak	Workbook	Willing	Recap
Sales	Merchandise	Maintain	Coursework	Able	Review
	Consumers	Support	User Guides	Fulfillment	Punch List

D0's/D0NT's

(Applicable to all phases: D1SCOVER, D2FINE, D3SIGN, D4VELOP, D5LIVER)

CAPABILITIES	CONSTRAINTS
Assumptions	Proposals
Schedules	Agreements
Meetings	Requirements
Teams	Build-Outs
Tools	Inspections
Budgets	Close-Out

D1SCOVER
Discovery management... This is the "handshake" and introductory "meet and greet", getting to know you phase. Milestones include a surveying and recognizing of mutual benefits with regards to requests for proposals. A continued win-win relationship is contingent upon complementary synergies and strengths.

D2FINE
Definitions management... This strategic phase includes a proposal containing detailed considerations which involves an implementation plan, an organizational structure, a forecasted budget, and obligations surrounding win-win relationships. Milestones include detailed, binding agreements and articulated, "mutually beneficial" expectations defined with little or no room for ambiguity.

D3SIGN
Design management... This tactical phase outlines and specifies the framework describing a market driven deliverable, typically a product or a service. Considerations reach across both form and function through convergence of "left brain" technology, "right brain" aesthetics, and the underlying "informative message". Milestones include a specification and respective "blueprint" which depicts the appropriate set of activities evolving conceptual ideas to expected, tangible results.

D4VELOP
Development management... This "build" phase considers the selection and procurement of materials, components, craftsmanship, manufacturing, assembly, and reiterative quality assurance. Milestones include finished products or services, with indication that the results met or exceeded the design intent.

D5LIVER
Delivery management... This "fulfillment" phase considers the appropriate dissemination of goods and services. Milestones include a "version release", and various explanatory documentation, assimilation, reviews, yielding solid, target-market satisfaction, and identifiable finale.

D0's/D0NT's
Project management... Project tasks are represented through a central, reiterative, cohesive core.