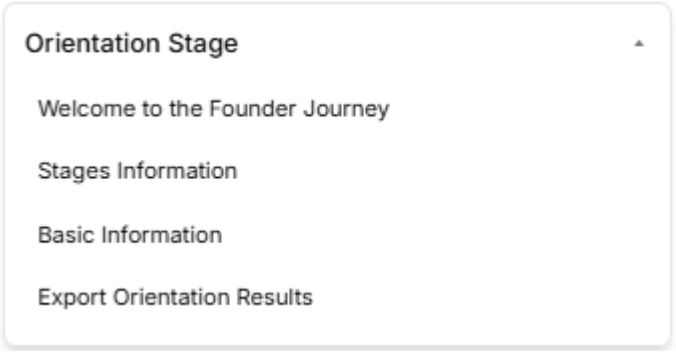
Orientation Stage

Orientation Stage



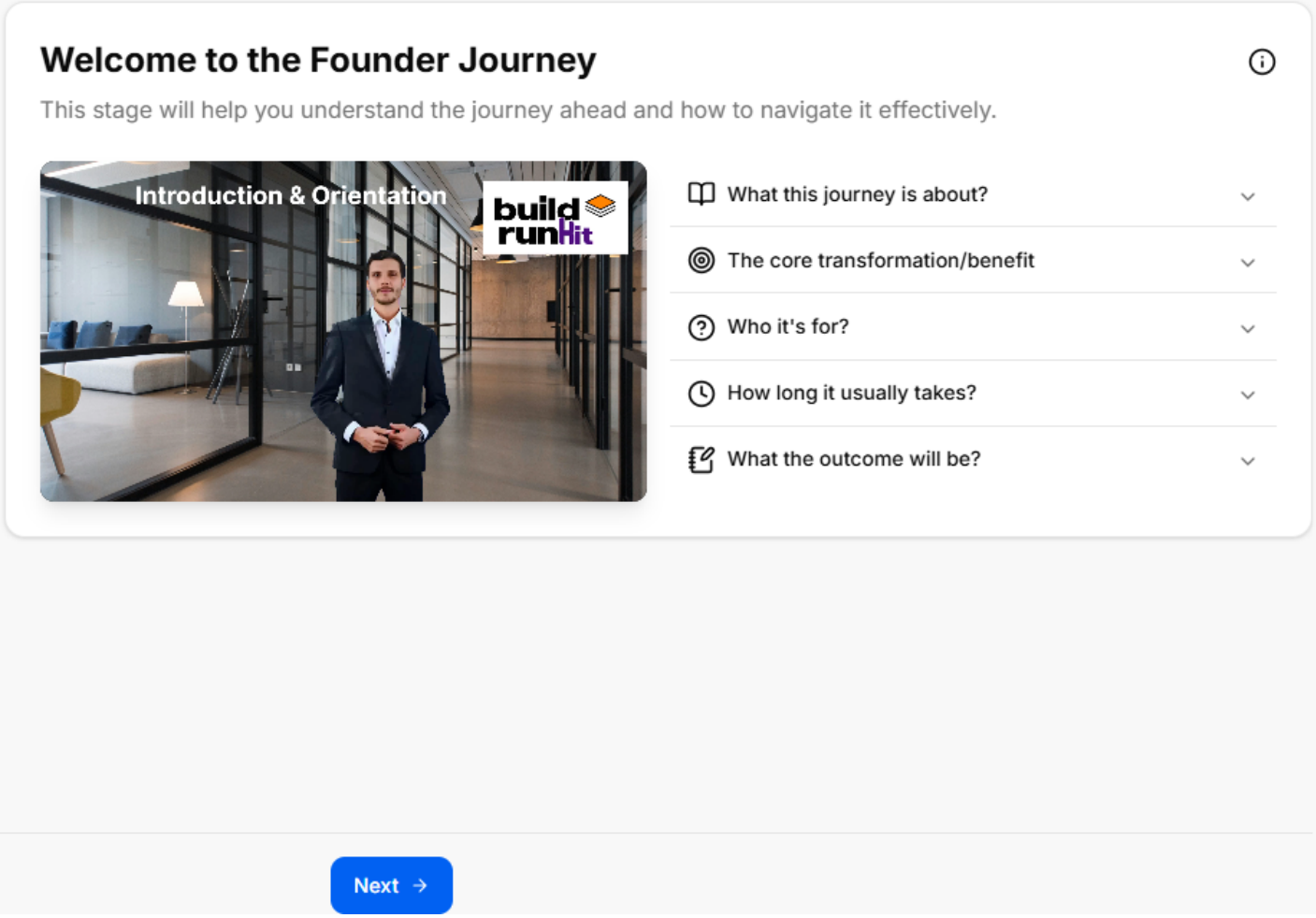
The Orientation Stage is the introductory phase of the roadmap, broken down into four distinct sequential sub-stages accessed via the left-hand sidebar dropdown:

- Sub-Stage 1: Welcome to the Founder Journey
  - This is the initial onboarding landing view that provides context, introductory media, and directional cues before operational work begins.
- Sub-Stage 2: Stages Information
  - The second item listed within the orientation sequence. (Content details pending system view selection).
- Sub-Stage 3: Basic Information
  - The third item listed within the orientation sequence. (Content details pending system view selection).
- Sub-Stage 4: Export Orientation Results
  - The final technical milestone within the initial phase, concluding the orientation sequence before transition parameters unlock. (Content details pending system view selection).

Stage Controls

- Next Button: A blue Next → link utility centered at the bottom of the active frame allows the user to save current progress or cycle sequentially to the next sub-stage item.

Sub-Stage 1: Welcome to the Founder Journey



This is the initial onboarding sub-stage screen that gives users their first introductory look, informational context, and directional clues before moving forward into the deeper stages of the roadmap.

Canvas Layout & Workspace Components

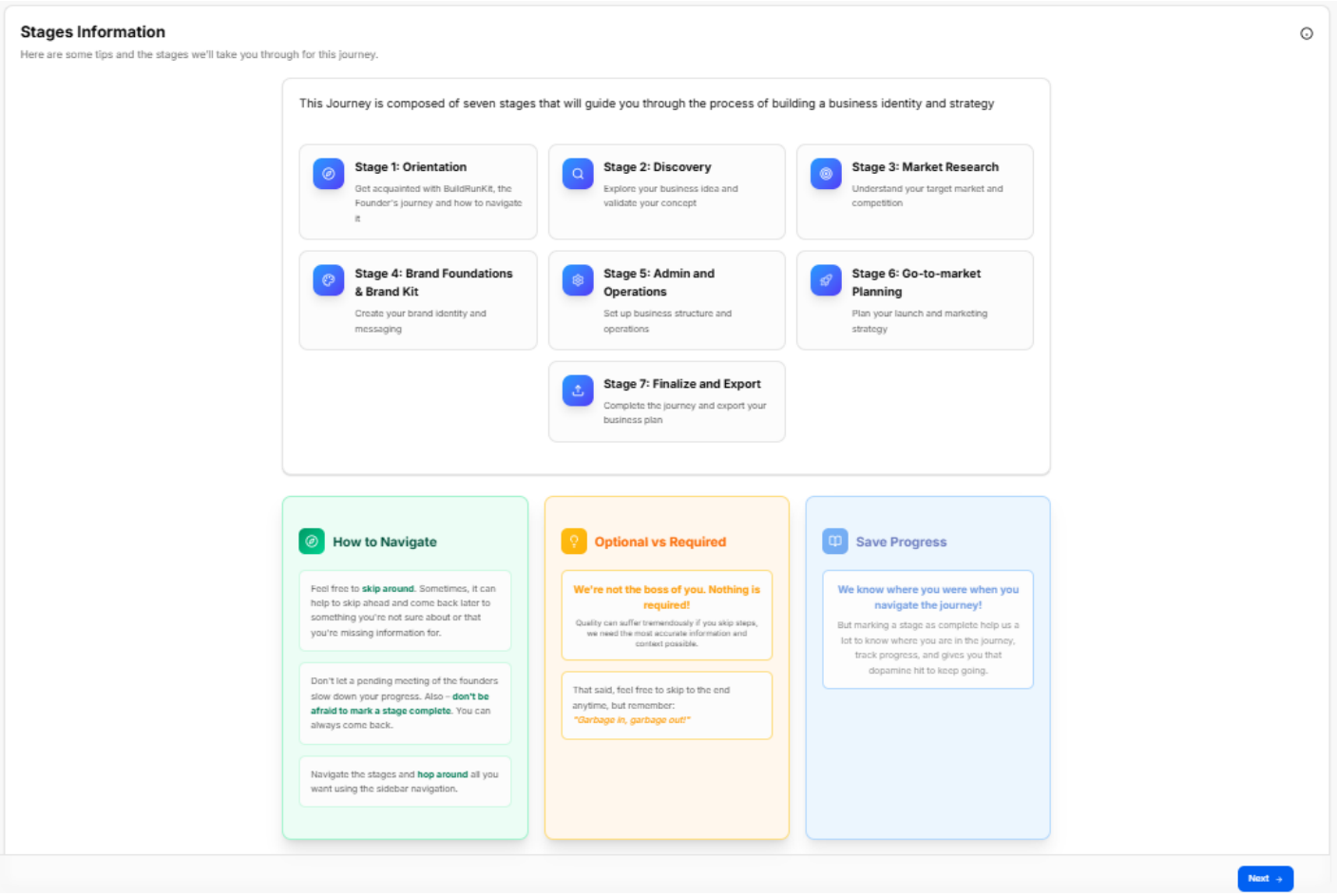
- Main Workspace Title: Prominently displays "Welcome to the Founder Journey" alongside a helpful subtitle: “This stage will help you understand the journey ahead and how to navigate it effectively.”

- Orientation Media Panel: Features a large central multimedia layout titled Introduction & Orientation, featuring an introductory layout badged directly with the official buildrunkit brand logo.
- Introductory Information Cards: A vertical stack of five expandable accordion style rows sits directly to the right of the media panel. These are designed to give users a quick clue about the roadmap's purpose before starting:
  - What this journey is about?: Explains that whether starting from zero or with prior business experience, this acts as a companion to guide you, record your progress, and compile your choices into a final document.
  - The core transformation/benefit: Clarifies the goal is to ensure you consider every necessary step to get a product out the door, bringing documentation and peace of mind that major decisions are locked in.
  - Who it's for?: Notes the track is built for aspiring founders, active founders, or existing business owners looking to optimize or tune up their operational gaps.
  - How long it usually takes?: Sets a realistic timeframe warning that it can take anywhere from 45 minutes to two weeks or more depending on how thoroughly you step through the phases.
  - What the outcome will be?: Confirms that completing the journey builds a comprehensive summary PDF detailing your discovery process, business structure choices, brand kits, targeted market research, financial/legal steps, and market strategies.

Navigation Controls

- Next Button: A bright blue Next → button is anchored perfectly in the center-bottom footer of the screen. Clicking this advances the user past this introductory screen and moves them directly to the next sequential sub-stage.

Sub-Stage 2: Stages Information



This sub-stage screen provides a complete structural map of the seven core phases that build a business identity and strategy, combined with platform navigation tips.

Canvas Layout & Workspace Components

- Main Workspace Title: Displays "Stages Information" with the introductory subtitle: “Here are some tips and the stages we'll take you through for this journey.”
- Journey Architecture Overview Panel: A large centralized block explicitly detailing the framework structure: “This Journey is composed of seven stages that will guide you through the process of building a business identity and strategy”.
- The Seven Stage Cards:
  - Stage 1: Orientation: Get acquainted with BuildRunKit, the Founder's journey and how to navigate it.
  - Stage 2: Discovery: Explore your business idea and validate your concept.
  - Stage 3: Market Research: Understand your target market and competition.
  - Stage 4: Brand Foundations & Brand Kit: Create your brand identity and messaging.
  - Stage 5: Admin and Operations: Set up business structure and operations.
  - Stage 6: Go-to-market Planning: Plan your launch and marketing strategy.

    - Stage 7: Finalize and Export: Complete the journey and export your business plan.

Platform Guidance Cards (Bottom Panel)

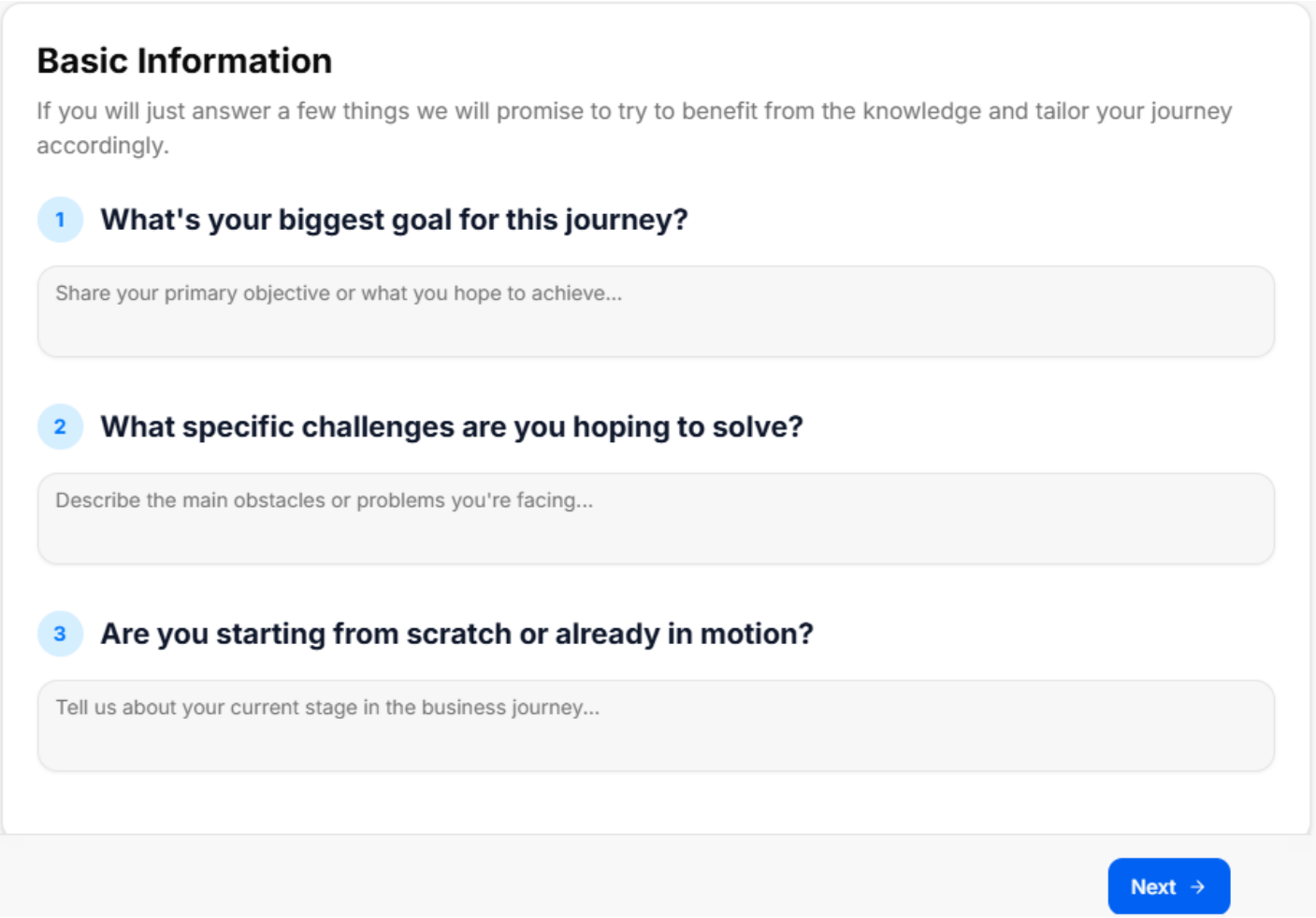
Three distinct vertical layout columns sit at the bottom of the interface to guide data entry behaviors:

- How to Navigate (Green Card):
    - Explains that users are free to skip around or skip ahead to return later if information is missing.
    - Advises founders not to let pending meetings slow progress down, prompting: “don't be afraid to mark a stage complete.”
    - Explicitly reminds users they can navigate and hop around at any point using the sidebar navigation.
- Optional vs Required (Orange Card):
    - Highlights platform freedom: “We're not the boss of you. Nothing is required!”
    - Warns that quality suffers if steps are skipped without accurate context data.
    - Emphasizes data collection standards with a foundational reminder: “Garbage in, garbage out!”
- Save Progress (Blue Card):
    - Confirms system state tracking: “We know where you were when you navigate the journey!”
    - Explains that marking a stage complete helps track overall roadmap velocity while providing a progress dopamine hit to maintain operational momentum.

Navigation Controls

- Next Button: A blue Next → navigation block is anchored at the bottom right corner of the window to commit updates and advance to Sub-Stage 3.

Sub-Stage 3: Basic Information



This sub-stage screen functions as an initial onboarding intake form, collecting foundational context from the founder to tailor the rest of the strategic journey.

Canvas Layout & Workspace Components

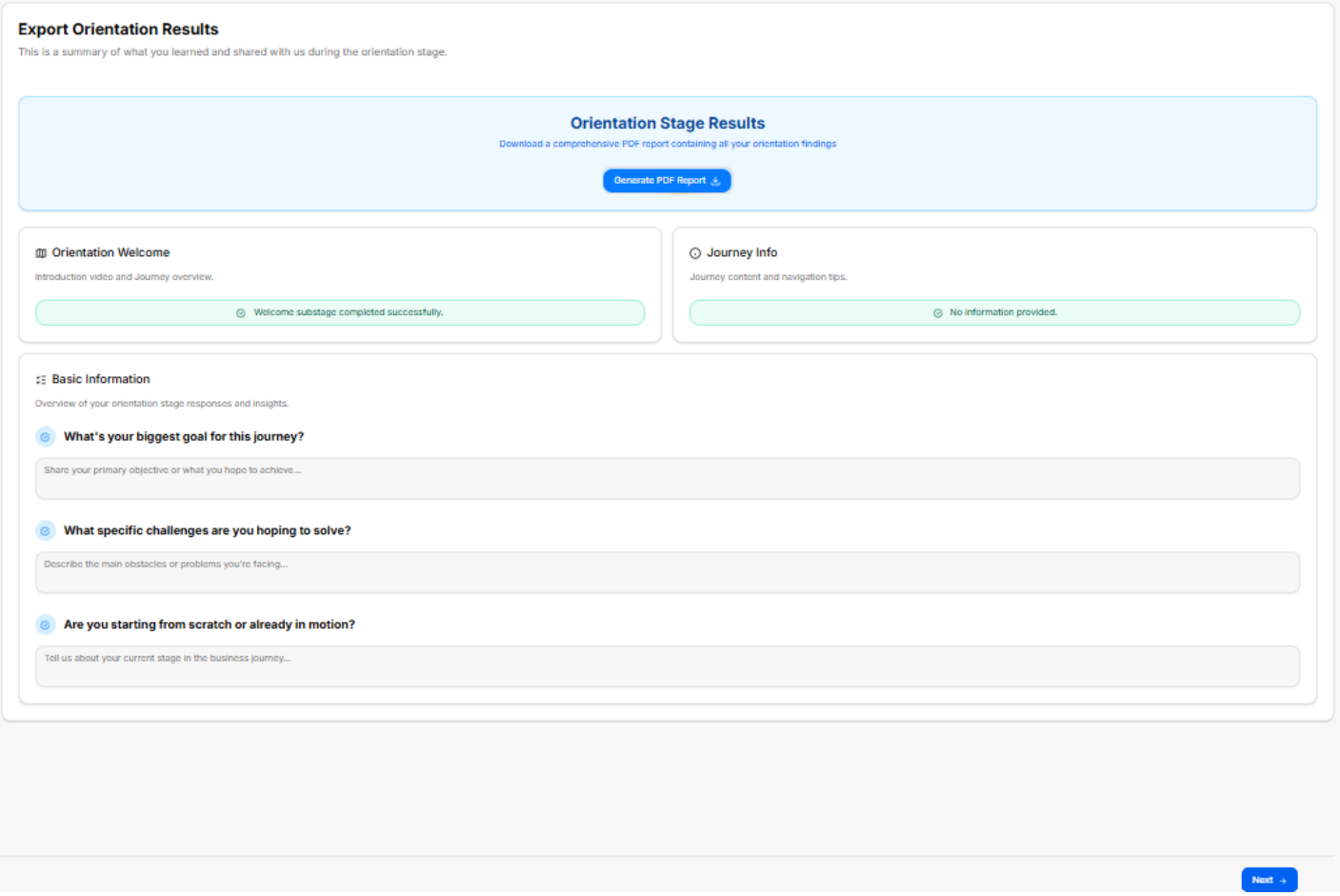
- Main Workspace Title: Displays "Basic Information" with an introductory promise statement: “If you will just answer a few things we will promise to try to benefit from the knowledge and tailor your journey accordingly.”
- Question 1: Objective Tracking:
  - Label: "1. What's your biggest goal for this journey?"
  - Input Field: A multi-line text container with the placeholder instruction: “Share your primary objective or what you hope to achieve...”
- Question 2: Pain Point Analysis:
  - Label: "2. What specific challenges are you hoping to solve?"
  - Input Field: A multi-line text container with the placeholder instruction: “Describe the main obstacles or problems you're facing...”

- Question 3: Operational Status Identification:
  - Label: "3. Are you starting from scratch or already in motion?"
  - Input Field: A multi-line text container with the placeholder instruction: “Tell us about your current stage in the business journey...”

Navigation Controls

- Next Button: A blue Next → button is anchored at the bottom right corner of the window to log the text input parameters and transition forward to the final orientation sub-stage (Export Orientation Results).

Sub-Stage 4: Export Orientation Results



This is the final sub-stage milestone of the Orientation Stage, providing a comprehensive audit log of the user's initial onboarding actions, input parameters, and platform documentation options before unlocking the next major journey stage.

Canvas Layout & Workspace Components

- Main Workspace Title: Displays "Export Orientation Results" with the dynamic header subtitle: “This is a summary of what you learned and shared with us during the orientation stage.”
- Document Generation Panel: A stylized light-blue callout card spanning the top of the workspace labeled Orientation Stage Results:
  - Description: Prompts the user to “Download a comprehensive PDF report containing all your orientation findings”.
  - Action Button: Features a centered blue Generate PDF Report action key accompanied by a download icon.
- Sub-Stage Completion Logs (Split Grid): Two parallel tracking blocks display completion verifications for the introductory screens:
  - Orientation Welcome Block: Titled “Introduction video and Journey overview.” It presents a green status alert bar confirming: `✓ Welcome substage completed successfully.`
  - Journey Info Block: Titled “Journey content and navigation tips.” It displays a secondary system notification indicator reading: `✓ No information provided.`

Basic Information Summary Hub

A unified response panel titled Basic Information presents a read-only historical overview of the data insights entered by the founder during Sub-Stage 3 (Overview of your orientation stage responses and insights.):

1. Goal Audit Row:
   - Label: `✓ What's your biggest goal for this journey?`
   - Data Block: Displays the captured multi-line text block entry summarizing primary objectives.
2. Challenge Audit Row:
   - Label: `✓ What specific challenges are you hoping to solve?`
   - Data Block: Displays the captured multi-line text block entry mapping core business obstacles.
3. Status Audit Row:

- Label: `✓ Are you starting from scratch or already in motion?`
- Data Block: Displays the captured multi-line text block entry noting current operational standing.

Navigation Controls

- Next Button: A blue Next → navigation action button is anchored at the bottom right corner of the window to commit all orientation findings and transition past Stage 1 into the Discovery Stage directory list.

Created 2026-05-21 12:34:38 UTC by Bernadette F
Updated 2026-05-22 11:10:03 UTC by Bernadette F