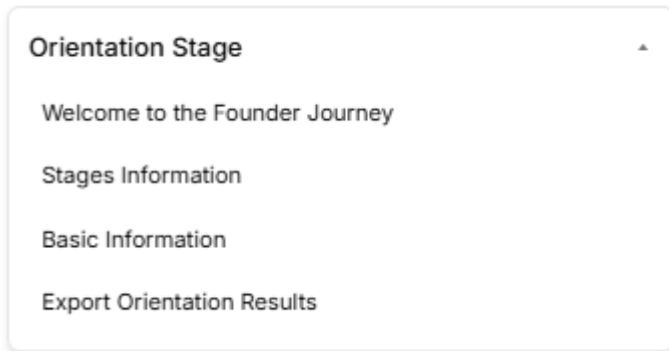


Orientation Stage

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

Welcome to the Founder Journey



This stage will help you understand the journey ahead and how to navigate it effectively.



- 📖 What this journey is about? ▾
- 🎯 The core transformation/benefit ▾
- 👤 Who it's for? ▾
- 🕒 How long it usually takes? ▾
- 📄 What the outcome will be? ▾

Next →

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 buildrunhit 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

Stages Information
Here are some tips and the stages we'll take you through for this journey.

This Journey is composed of seven stages that will guide you through the process of building a business identity and strategy

- 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

How to Navigate

- Feel free to **skip around**. Sometimes, it can help to skip ahead and come back later to something you're not sure about or that you're missing information for.
- Don't let a pending meeting of the founders slow down your progress. Also - **don't be afraid to mark a stage complete**. You can always come back.
- Navigate the stages and **hop around** all you want using the sidebar navigation.

Optional vs Required

We're not the boss of you. Nothing is required!

Quality can suffer tremendously if you skip steps, we need the most accurate information and context possible.

That said, feel free to skip to the end anytime, but remember:
"Garbage in, garbage out!"

Save Progress

We know where you were when you navigate the journey!

But marking a stage as complete help us a lot to know where you are in the journey, track progress, and gives you that dopamine hit to keep going.

Next →

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

Basic Information

If you will just answer a few things we will promise to try to benefit from the knowledge and tailor your journey accordingly.

1 What's your biggest goal for this journey?

Share your primary objective or what you hope to achieve...

2 What specific challenges are you hoping to solve?

Describe the main obstacles or problems you're facing...

3 Are you starting from scratch or already in motion?

Tell us about your current stage in the business journey...

Next →

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

Export Orientation Results

This is a summary of what you learned and shared with us during the orientation stage.

Orientation Stage Results

Download a comprehensive PDF report containing all your orientation findings

Generate PDF Report 

Orientation Welcome

Introduction video and Journey overview.

Welcome substage completed successfully.

Journey Info

Journey content and navigation tips.

No information provided.

Basic Information

Overview of your orientation stage responses and insights.

- **What's your biggest goal for this journey?**
Share your primary objective or what you hope to achieve...
- **What specific challenges are you hoping to solve?**
Describe the main obstacles or problems you're facing...
- **Are you starting from scratch or already in motion?**
Tell us about your current stage in the business journey...

Next →

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.

Revision #2

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