

	Triggers that inspire Interest (block: Discover, Explore, Consider)	Triggers that inspire Belief (block: Build, Prepare, Confirm)	Triggers that inspire Action (block: Launch, Listen, Enhance)
Triggers	<ul style="list-style-type: none"> • Experience of another product (this app is great/sucks) • Read news of success (other people have been successful, have been acquired, ect) • Attend events and talk to presenters (building my own app seems much easier than I thought) 	<ul style="list-style-type: none"> • Recognition of whitespace (realizing there is a potential market for my idea) • Recognition that others have built similar products with my current skill level and knowledge • Strong encouragement from other people to pursue idea 	<ul style="list-style-type: none"> • Realizing that the build phase is complete and that the product is ready for the world • “What are you waiting for? Just launch it already!”
Touchpoints	<ul style="list-style-type: none"> • Devices (phone, tablet, computer) and apps • News sites: FastCo, WSJ, Kickstarter, etc • Events (user groups, conferences) 	<ul style="list-style-type: none"> • People: friends, family, trusted colleagues • Personal blog of developers 	Getting enough feedback is key, but readiness is a feeling that may not be entirely driven by rational thinking. Readiness is a feeling based in confidence?