COMP1100 Diagram Notation

Table of contents

How to read this note . . . 1
What I sampled . . . 2
Source lineage . . . 2
Two visual registers . . . 3
The colour system . . . 4
Shapes . . . 5
Lines and arrows . . . 7
Named artefacts and their fixed layouts . . . 8
Labels, capitalisation, naming . . . 9
Tables . . . 10
Mathematical and code notation . . . 10
Inconsistencies . . . 11
Not established by the source . . . 12
See also . . . 13

The authority for how diagrams are drawn in COMP1100. Every convention below was inferred from the lecture decks themselves — **this course ships no written notation guide, style guide or drawing standard.** Nothing here is quoted from a document; it is all read off the drawings.

How to read this note

Citations. `L02 p7` means *lecture deck 02, page 7 of the PDF*. Printed slide numbers drift from PDF page numbers in several decks (L03 PDF p40 is printed "41"), so the PDF page is the anchor.

Deck keys:

Key	Deck
L01	Lecture 01 — Introduction and customer discovery (57 pp)
L02	Lecture 02 — Business model canvas (39 pp)
L03	Lecture 03 — Experimentation and customer relationships (61 pp)
L04	Lecture 04 — Prototyping and MVPs (27 pp)
L05a	Lecture 05a — History of computing (46 pp)
L05b	Lecture 05b — Prompt engineering (28 pp)

Consistency labels. Each convention says how well it holds: *throughout* (seen in three or more decks), *repeated* (two decks, or many slides in one), *single deck*, or *once only* — the last meaning I am extrapolating from one instance and you should treat it as weak.

Colours are sampled from the rendered PDF pages, not from a style sheet, so they are the values the deck actually paints, not values anyone documented.

What I sampled

I read **133 of the 258 pages** as rendered images, chosen to cover every page that carries a drawing, spread across all six decks rather than concentrated in one:

Deck	Pages read as images	Of
L01	24–33, 41, 47–52	57
L02	4–39	39
L03	10–24, 29–35, 40, 45–57	61
L04	6–14, 17–27	27
L05a	13–21, 26, 32–35	46
L05b	5–7, 15–21	28

I also extracted the text layer of **all 258 pages** to locate figure-bearing pages and captions, so no attribution line in the semester went unseen even where I did not render the page. Pages I did not render are overwhelmingly title cards, Acknowledgement of Country, bulleted-text slides, quiz slides, photographs and housekeeping.

Source lineage

The course names its sources. This matters because most of the notation is inherited rather than invented.

Strategyzer (Alexander Osterwalder) is the source for every canvas and card. The business model canvas figure is captioned `Source: https://www.strategyzer.com/` (L02 p7); the test card is captioned "The structure of a test card. Adapted from: https://www.strategyzer.com/" (L03 p29) and the learning card identically (L03 p33). *Throughout* — these are the only attributions given for the canvas and card shapes, in two different decks.

Steve Blank is the source for the process models. The experimentation pipeline carries "The process model for experimentation, according to Steve Blank. Adapted from: https://steveblank.com/2014/10/24/17577/" (L03 p17). *Once only* as an explicit caption, but the customer-development chain of L01 p28 is Blank's four-stage model unattributed.

L01 p27 is the closest thing this course has to a bibliography, an "Inspiration and Sources" block naming four authors and their books: Tina Seelig (*inGenius*), Steve Blank (*The Four Steps to the Epiphany*, *The Startup Owner's Manual*), Alexander Osterwalder (*Business Model Generation*), Eric Ries (*The Lean Startup*). If a figure needs a textbook to conform to, these are the four.

The course's own notes site is the working authority for canvas layout. L02 p19 and L02 p32 point at `comp1100.github.io/innovation/4_value_proposition_canvas.html`, and L02 p20 carries a download link to `comp1100.github.io/_downloads/.../business_model_and_testing_`. The greyscale template slides (below) are pages of that PowerPoint file. *Repeated* (L02, L03). **Anything drawn for assessment should match the template file, not the hand-drawn Strategyzer illustration.**

Third-party figures are credited inline where reused: `Source: https://clevertap.com/blog/minimum-viable-product/` (L04 p6), "All figures by Unknown Authors: Licensed under CC BY-SA" (L04 p14), "This Photo by Unknown Author is licensed under CC BY-SA-NC" (L03 pp14, 37–39), `Image source: <url>` (L01 p29, L01 p48, L05a p34).

Two visual registers

The decks switch deliberately between two looks, and which one you are in determines colour, typography and whether the UQ logo appears.

1. Teaching slides — UQ purple. Either a purple gradient ground (roughly `#241242` at the left through `#4C2273` to pale mauve at the right) with white type, or a light-grey ground `#F2F2F2` with purple type `#51247A`. UQ logo top right, slide number bottom right. Slide titles are **ALL CAPS**. *Throughout.*

2. Working-artefact slides — greyscale. Ground `#E6E6E6`, no purple, black rules, title in **bold black sentence case at the top left** ("Business model canvas", "Value proposition canvas", "Test card", "Learning card"). These are the downloadable template pages. L02 pp20, 23–26, 30, 31; L03 pp29, 33, 57. *Repeated.* Note: L03 pp11–12 render the same BMC template *with* the UQ logo and with dark-indigo rather than pure-black rules — see Inconsistencies.

L05a and L05b add a third look on some slides: light-grey ground with **navy** `#094183` bold ALL-CAPS titles and navy figure captions (L05a pp15, 26, 32–35; L05b pp5–7, 15–17, 21). *Repeated*, but see Inconsistencies — the same two decks also use purple titles.

The colour system

One ordered palette carries almost all the semantic colour in the course.

Role	Value	Where
Aubergine (step 1 / most fundamental / widest)	`#241242`, `#1F0E3C`	L01 p24, p31, p50; L03 p16, p55; L04 p17, p25
Blue (step 2)	`#0552A2`, `#004C97`	L01 p24, p31, p50; L03 p16; L04 p17, p25
Teal (step 3)	`#1A688C`, `#156082`	L01 p24, p31, p50; L03 p16, p55; L04 p17, p25
Green-teal (step 4 / end state)	`#259191`	L01 p24, p31; L03 p16; L04 p17, p25
Pink	`#FD7CEC`, `#FF73E0`	L01 p50; L03 pp47–55; L04 p17
Magenta	`#A0007C`	L01 p50; L03 pp51–55
Red (refuted only)	`#FD0000`	L02 pp24–26; L03 p12
Purple accent for text on light grounds	`#51247A`	*throughout*

Ordered sequences run aubergine → blue → teal → green-teal. Four-item sequences use exactly these four, in this order, whether laid out as a chain (L01 p24 Concept / Product Development / Test / Launch; L01 p28 Customer Discovery / Validation / Creation / Company Building) or as a cycle (L01 p31 and L02 p22, the customer discovery process). *Throughout* — three decks. **Green-teal reliably marks the end state**: it is "Launch" (L01 p24), "Company Building" (L01 p28), "4. Verify, pivot, or refine" (L01 p31), and "MVP" in both L04 p17 and L04 p25.

Pink and magenta extend the ramp when more than four bands are needed — the Rogers adoption curve (L01 p50: aubergine, blue, teal, pink, magenta) and the get/keep/grow funnel (L03 p55). *Repeated.*

Red plus a struck-through X means "refuted". Nothing else in the course is red. *Repeated* (L02 pp24–26, L03 p12).

Front stage / back stage is a fixed two-colour split: back stage is mint `#91C9C8` with its label in teal `#249090`; front stage is lavender `#A98FBC` with its label in purple. Labels sit

centred beneath each half in small caps. L02 p17 and L03 p10 — *repeated*, two decks, identical treatment.

Within the experimentation pipeline a separate two-colour code applies (L03 pp17–24): **lime `#BCD652`** for hypotheses, test cards and the run-tests loop; **cyan `#15B6DC`** for canvases (the BMC, value map and customer profile icons) and learning cards. So lime = things you are still guessing at, cyan = things that hold knowledge. *Single deck*, but eight consecutive slides.

Shapes

Shape	Means	Citation	Consistency
Rounded rectangle, 3-D bevelled, white text	one step of a named process	L01 p24, p31, p32, p47, p49; L02 p22–26; L03 p16	*throughout*
Circle / sphere, white text	one stage in a chain or cycle	L01 p28; L04 p17, p25	*repeated*
Circle with a ring of arrowheads around it	an *iterative* stage	L01 p28, p30	single deck
Pyramid, three horizontal bands	a hierarchy, most fundamental at the base (Vision / Strategy / Product)	L01 p49; L03 p40	*repeated*, identical both times
Three overlapping circles	a Venn intersection; the intersection is the thing being defined	L02 p28, L04 p11 (identical figure: "Your value proposition")	*repeated*
Trapezoid narrowing left→right	a funnel stage losing volume ("Get")	L03 pp45, 47–52, 55	*single deck*, many slides
Rectangle of constant width	a funnel stage holding volume ("Keep")	L03 pp50–52, 55	single deck
Trapezoid widening left→right	a funnel stage gaining volume ("Grow")	L03 pp53–55	single deck
Bell curve split into vertical bands	a population split by proportion	L01 p50	once only
Flat coloured square/rectangle, no border	a bare category card, no relation implied	L01 p26, p27	single deck

Shape	Means	Citation	Consistency
Large grey rounded panel with a darker grey header bar, white text	one of two things being contrasted; the header bar names it in caps, the body describes it in sentence case	L01 p41 (USER / CUSTOMER), p47 (CUSTOMER / PRODUCT)	single deck, twice
Filled black circle	start and end node of a flow (UML-style)	L05a p17	once only
Dashed rectangle enclosing nodes	a subsystem grouping	L05a p17	once only
Rounded rectangle, white outline, enclosing other nodes	a named phase grouping ("Search", "Execution")	L01 p28	once only
Red octagonal STOP sign on an edge	a gate that must be passed before the next stage	L01 p28, p30	single deck

The sticky-note card is the course's signature symbol. A rectangle with the bottom-right corner turned up, and a black pushpin at the top right, placed *inside* a business model canvas block. Its fill states what is known:

Fill	Text	Means	Citation
White, dark outline	`Hypothesis`	untested	L02 p23, L03 p11
Blue `#0552A2`	`Hypothesis`, plus a grey outline chevron at its right	currently under test	L02 p24, L03 p12
Blue `#0552A2` / teal `#1A688C`	`Fact`	confirmed	L02 pp24–26, L03 p12
Red `#FD0000` with a black X drawn corner to corner	`Hypothesis`	refuted	L02 pp24–26, L03 p12
Green-teal `#259191`	`Hypothesis`	newly raised after a pivot	L02 p26

Repeated — two decks, six slides, with the fill of a resolved card matching the colour of the customer-discovery stage the slide is currently in.

Stage marker. A slide elaborating one step of the customer discovery cycle repeats that step's node, in that step's colour, off to one side: as a large rounded rectangle in the right third on the purple teaching slides (L01 p32, p41, p47, p49) and as a small badge in the top-right

corner on the greyscale template slides (L02 p17, p23, p24, p25, p26). *Repeated*, two decks, nine slides.

Lines and arrows

Flow direction is left to right for chains, clockwise for cycles. Chains: L01 p24, p28; L03 p17–24; L04 p25. Cycles: L01 p31, L02 p22 and L03 p16 all run clockwise. *Throughout.* (Only L01 p31 and L02 p22 add an entry arrow from the left and an exit arrow to the right; L03 p16 draws the cycle closed, with neither.)

Line	Means	Citation	Consistency
Thin black straight arrow, solid triangular head	"then" — the next stage	L03 pp17–24; L04 p25; L05a p35	*repeated*
Grey 3-D block arrow	"then", on the purple teaching slides	L01 p24, p28, p31; L01 p49 and L03 p40 (pointing out to a label)	*repeated*
Thick curved arrow returning right→left	a feedback loop, labelled on the curve ("Viral loop")	L03 pp45, 47–52, 55	single deck, many slides
Two arrows pointing at each other, → ←	*fit* between two things; the word "FIT" sits above them	L02 pp30, 31; L03 p57	*repeated*
One double-headed arrow	also *fit*, labelled "Product/market fit"	L01 p47	see Inconsistencies
Thin diagonal leader line from a caption to its target	an annotation pointing at part of a figure	L01 p28 ("Our focus", "And a bit of this.")	once only
Dashed thin line, no arrowhead	attaches a sticky note to the canvas block it belongs to	L03 pp17–19	single deck
Dashed vertical line, no arrowhead	maps a canvas block to the sub-canvas that expands it	L02 p31	once only
Dashed arrow	backtracking in a search tree, as against solid arrows for descent	L05a p19	once only

Line	Means	Citation	Consistency
Plain straight line, no arrowhead, parent above children	a taxonomy / is-a hierarchy	L05a p26	once only

Green double-headed vertical arrow with + at the top and − at the bottom means "prioritise these along this axis" — items are placed along the shaft. L03 pp17, 19, 20, 21. *Single deck*, four slides, entirely consistent.

Named artefacts and their fixed layouts

Business model canvas (L02 p20, the template; also pp23–26, L03 pp11–12, L03 p57). Nine blocks in a fixed grid, black rules on `#E6E6E6`: left to right — Key partners (full height) | Key activities over Key resources | Value propositions (full height) | Customer relationships over Channels | Customer segments (full height); then a bottom band of Cost structure (left half) and Revenue streams (right half). Each block carries a pale grey watermark pictogram in its lower-right corner (handshake, clipboard, books, diamond, headset, megaphone, people, cheque, coins). Block names are **sentence case**, centred at the top of the block. *Throughout* — this exact layout appears in three decks and never varies.

Value proposition canvas (L02 p30). Two shapes side by side. **Left, the value map**: a square with diagonals from all four corners to a small central square; the regions read "Products/Services" (left), "Gain creators" (upper right), "Pain relievers" (lower right). **Right, the customer profile**: a circle divided into three sectors by lines radiating from a small central circle; "Customer jobs" (right), "Gains" (upper left), "Pains" (lower left). A smiley watermark sits in the gains sector and a frowny in the pains sector. The two shapes face each other with → ← between them. *Repeated* (L02 pp29, 30, 31).

Test card (L03 p29). Greyscale, two blank cards side by side separated by a vertical black rule. Field labels in **small grey caps**, each followed by a sentence stem in black on the line below, fields separated by horizontal black rules:

- `HYPOTHESIS` — "We believe that" — with `Critical:` at the right, rated by three warning triangles of increasing size
- `TEST` — "To verify that, we will"
- `METRIC` — "And measure" — with `Time required:` rated by three clocks of increasing size
- `CRITERIA` — "We are right if"
- `INTERVIEW QUESTIONS` — "Therefore, we will ask"

Increasing icon size means increasing magnitude on every rating scale in the course (triangles, clocks, thumbs, tick boxes). *Repeated*, four scales across two card templates.

Learning card (L03 p33). Same idiom. `HYPOTHESIS` — "We believed that" (past tense, deliberately, against the test card's present); `OBSERVATION` — "We observed"; `LEARNING AND INSIGHTS` — "From that we learnt that", with `Data reliability:` rated by three thumbs-up; `DECISIONS AND ACTIONS` — "Therefore, we will", with `Action required:` rated by three tick boxes.

Get / keep / grow funnel (L03 p55, built up over pp45–55). One horizontal band, left to right, mirror-symmetric about the "Keep" rectangle. Band colours are fixed by position, not by name: aubergine at the wide outer ends (Awareness, Referrals), teal next in (Interest, Cross-sell), pink at the narrow neck (Activation, Up-sell), magenta for the Keep rectangle (Loyalty programs). Stage- group names — "Get", "Keep", "Grow" — sit above the funnel in large purple; stage names sit inside the bands in white. Viral loops arc back underneath in thick teal and are labelled along the curve. *Single deck*, but nine consecutive slides.

Four-step cycles (L01 p31, L02 p22, L03 p16). Four rounded rectangles at 12, 3, 6 and 9 o'clock, joined by a thick grey 3-D ring broken between the boxes, an entry block arrow from the left, and where there is an exit, a block arrow to the right into a small ring-arrow circle. Steps are numbered `1.`–`4.` inside the box. *Throughout.*

Labels, capitalisation, naming

- **Slide titles are ALL CAPS.** *Throughout*, every deck.
- **Block, node and stage names inside diagrams are sentence case** — "Key partners", "Value propositions", "Design value propositions", "Loyalty programs", "Test the problem". *Throughout.*
- **Numbered steps carry their number in the label**: `1. Define hypotheses`, `2. Test the problem`, `3. Test the solution`, `4. Verify, pivot, or refine` (L01 p31, L02 p22). The same wording is reused verbatim on the stage markers and badges. *Repeated.*
- **`#n` is the enumerator for unordered lists of items** — `#1 #2 #3 #4` on L01 p10, L01 p27 and L03 p26. Not `1.`, which is reserved for ordered process steps. *Repeated*, two decks.
- **Australian/British spelling**: "prioritise", "visualise", "organise", "analyse", "recognises". *Throughout.*
- **Attribution captions sit below the figure**, centred or left-aligned, in the slide's accent colour (purple on teaching slides, navy in L05a/L05b): `Source: <url>` (L02 p7, L04 p6), `Adapted from: <url>` (L03 pp17, 29, 33), `Image source: <url>` (L01 p29, L05a p34). *Throughout.*
- **In L05a, technical figures are captioned `<Technique> - <Authors> (<Year>)`** centred beneath the figure in navy: "Single-layer perceptron – Rosenblatt (1958)" (p21), "Prolog – Colmerauer and Roussel (1972)" (p26), "Bayesian Networks – Pearl (1988)" (p32), "Backpropagation in deep neural networks – Rumelhart, Hinton, and Williams (1986)" (p35). *Single deck*, five figures.

- **Two-way comparisons are drawn as two equal panels side by side**, heading centred at the top of each panel in caps, items left-aligned beneath: "YES? / NO?" (L04 p26), "PROTOTYPE / MVP" (L04 p27), "PAID / EARNED" (L03 p49). *Single deck plus one*, three slides.

Tables

The course uses tables constantly but **does not have one table style** — see Inconsistencies. What *is* stable:

- **The header row is always bold and always distinguished by fill** from the body rows. L01 p25, L02 p32, p33, p35, L03 p52. *Throughout.*
- **Two-column explanatory tables are headed `<Thing> | Explanation`** — "Strategy | Explanation" (L02 p32), "Ground rule | Explanation" (L02 p33). *Single deck.*
- **Percentages are written with a % sign and no decimal unless needed** (38%, 3.14%, 13.5%). *Repeated* (L01 p25, p50; L03 p52).
- **Proportions attached to a category name go in parentheses on the line below**: "Early Adopters (13.5%)" (L01 p50). *Once only.*

Mathematical and code notation

- **Variables are italic; subscripts are used for indices**: $i \;\; i \;\; i \rightarrow o$ (L05a p21); $x \ldots x$, $w \ldots w$, net , , o (L05a p35). *Repeated.*
- **Model equations are set in bold italic and used as the chart title**: `y = ax + b`, `y = ax²  + b`, `y = ax + by + c` (L05b pp5–7). Exponents are true superscripts. *Single deck*, three consecutive slides.
- **Arithmetic is shown inline with the working, not just the answer**: `(1-0.01)³ = 69.8%`, `(1/0.01) = 100 months` (L03 p52). *Once only.*
- **Conditional probability uses `P(X|Y)` and `~` for negation**: `P(C|J,~S) = 0.9` (L05a p32). *Once only* (an imported figure).
- **Charts**: axis titles in bold letter-spaced caps in the accent colour, chart title small and centred above, data as small filled round markers, the fitted line thicker than the data (L05b pp5–7, L05a p33). A fitted *surface* is a translucent teal plane (L05b p7). *Repeated.*
- **Prompt and template placeholders are `[SQUARE BRACKETS IN CAPS]`**: `[DATE]`, `[NAME]`, `[NUMBER]`, `[PARTS]`, `[SUMMARY]` (L05b pp19–24). In running prose the same idea is bold plus brackets: `[target]`, `[undertake behaviour]` (L03 p30). *Repeated.*
- **Delimiters shown to students are `"""triple quotes"""` and `$$$`** (L05b p19). *Single deck.*
- **Bold marks the part being added or chosen**: the clause a tactic adds to a prompt (L05b p21), the highest-probability next token (L05b pp15–16), the correct quiz answer on the reveal slide (L04 p8). *Repeated*, three decks.

- **`_____` (a blank underline) marks a slot to be predicted or filled** (L05b p17). *Once only.*
- **Code is monospaced in a bordered box** with syntax colouring — blue predicates, red constants (L05a p26); plain monospace with `//` comments (L05a p20). *Single deck.*

Inconsistencies

Places where COMP1100 does the same thing more than one way. **These need a decision before a new figure is drawn; do not silently pick one.**

1. **Does the four-colour ramp encode step number, or position on the circle?** L01 p31 and L02 p22 give step 1 aubergine, 2 blue, 3 teal, 4 green-teal — but they also place step 1 at 9 o'clock. L03 p16 (the scientific method) gives step 1 blue, 2 teal, 3 green-teal, 4 aubergine, and places step 1 at 12 o'clock. The colours are bound to clock position in both, so the *step numbers* get different colours in the two figures. Decide which the rule is.

2. **Aubergine-then-blue, or blue-then-aubergine, in a linear chain?** L01 p24 runs Concept (aubergine) → Product Development (blue) → Test (teal) → Launch (green-teal). L04 p25 runs Low fidelity prototypes (blue) → High fidelity prototypes (aubergine) → Code prototypes (teal) → MVP (green-teal). Same four colours, first two swapped.

3. **A "Fact" card's colour is not stable across the build.** On L02 p24 the two confirmed facts in Customer segments are bright blue `#0552A2`; on L02 p25 and p26 the same two cards are teal `#1A688C`. So it is unclear whether a card takes the colour of the stage at which it was resolved, or of the stage the slide is currently showing.

4. **Two different arrow idioms for "fit".** L02 pp30/31 and L03 p57 use two separate arrows pointing at each other, ⇁ ↽, with the word "FIT" above. L01 p47 uses a single grey double-headed arrow labelled "Product/market fit". Same relation, different glyph.

5. **A chain of stages is drawn with rounded rectangles in one deck and circles in another.** L01 p24 and L01 p31 use rounded rectangles; L01 p28, L04 p17 and L04 p25 use circles. Nothing distinguishes the cases.

6. **Dashed lines mean three different things.** Leader line attaching a sticky to a canvas block (L03 pp17–19); mapping between two canvases (L02 p31); backtracking in a search, opposed to solid descent (L05a p19). A reader cannot tell which from the line alone.

7. **The value proposition canvas's left half has two names.** "Value proposition map" on L02 p29 and in the thumbnail on L02 p31; "Value map" on the full-size template L02 p30.

8. **The learning card's third stem changes between template and worked example.** The template says "From that we learnt that" (L03 p33); both worked examples say "From this we learnt that" (L03 pp34, 35).

9. **At least four table styles, with no rule for choosing.** Dark-purple header with white bold caps and pale lavender body (L02 p35); teal-green header with dark bold sentence case and alternating pale-teal body (L02 pp32, 33); dark-purple header with mid-purple body and thin cyan cell rules (L01 p25); white caps on purple with horizontal white rules only and no fill (L03 p49); purple bold sentence-case header on light grey with alternating pink and teal cell rules (L03 p52).
10. **Slide titles use two colours in the same deck.** L05b has navy `#094183` bold letter-spaced caps (pp5–7, 15–17, 21) and purple `#51247A` non-bold caps (pp19, 20). L05a likewise mixes navy (pp15, 26, 32–35) and purple (pp13, 17, 19).
11. **The BMC template is rendered two ways.** L02 p20 and pp23–26: no UQ logo, pure black rules, black card outlines. L03 pp11–12: UQ logo present, dark-indigo rules and card outlines, larger type.
12. **The pushpin on a sticky card is sometimes omitted** — the third Customer segments hypothesis has no pin on L02 p23 or L03 p11, while every other card on those same slides has one.
13. **En dash and double hyphen are both used in figure captions.** "Single-layer perceptron – Rosenblatt (1958)" (L05a p21) against "Shakey the robot and A* – Hart, Nillson, and Raphael (1968)" (L05a p20) and "Stanford Research Institute Problem Solver (STRIPS) – Fikes and Nilsson (1971)" (L05a p20).
14. **Imported figures bring their own visual language and are not normalised.** L01 p52 (divergent thinking) uses light blue for diverge, green for converge and orange for constraints — a palette used nowhere else in the course, and it carries no attribution. L05a p13 (the timeline) uses a nine-colour warm/cool stock palette outside the UQ scheme. L04 p6 is blue-and-orange CleverTap branding. L05a p32 is a red-and-blue Bayesian network.

Not established by the source

Things a new COMP1100 diagram will need that the materials do not settle. **This is where invention risk lives.**

- **No named typeface anywhere.** The decks render in a humanist sans (the UQ template face) with a serif only in the UQ logo, but no deck names a font, sizes or a type scale. Any new figure's typography is a guess.
- **No stroke weights, corner radii or grid.** Nothing states rule thickness, arrow-head size, the corner radius of the rounded rectangles, node spacing, or a layout grid. All of these were measured by eye here and none is documented.

- **No hex values are published.** Every colour in this note was sampled off a rendered page. There is no palette document, so no way to know which of the two blues (`#0552A2` / `#004C97`) or the two teals (`#1A688C` / `#156082`) is canonical, or whether the difference is meaningful at all.
- **Nothing says what to do with a fifth, sixth or seventh step.** The ordered ramp is defined for four; L01 p50 and L03 p55 extend it with pink and magenta, but only for bands in a single figure, never for process steps.
- **No rule for a hypothesis that is partly confirmed.** The card vocabulary has exactly three resolved states — Fact, refuted, and newly raised. L03 p35 records an outcome that is neither ("reject this hypothesis, and test a new hypothesis about…"), and no card colour is shown for it.
- **No convention for the value proposition canvas when there are several customer segments.** L02 p31 stacks additional canvases behind the front one to suggest more exist, but never draws a second one or says how many, how offset, or how labelled.
- **Nothing distinguishes a *user* from a *paying customer* graphically.** The distinction is central (L01 p41, L03 pp31–32, pp34–35) and always carried in prose, never by a symbol, colour or icon.
- **No accessibility rule.** Several distinctions rest on colour alone — the front/back stage split, the Fact/Hypothesis card states, the funnel bands. The refuted card is the one case that adds a redundant non-colour cue (the X). No deck states whether that redundancy is required.
- **No convention for the working canvases students actually produce.** Every filled-in canvas shown is a lecturer's illustration. Nothing says whether student canvases should use the colour states at all, whether handwritten sticky notes on a physical canvas are acceptable, or how a canvas should be captioned when submitted.
- **No sizing or aspect-ratio guidance.** Every figure is drawn to fill a 16:9 slide. Nothing indicates how these figures should be scaled for a report, a poster, or print.
- **No arrow-head style is fixed.** Solid filled triangles (L03 p17, L05a p17), open thin heads (L05a p21), grey 3-D block arrows (L01 p24), and thick tapered hand-drawn arrows (L03 p55) all appear, with no stated correspondence between head style and meaning.

See also

- business-model-canvas[1] — what the nine blocks mean
- value-proposition-canvas[2] — the value map and customer profile
- test-cards-and-learning-cards[3] — the card fields in full
- customer-discovery[4] — the four-step cycle these diagrams colour-code

[1] courses/comp1100/business-model-canvas.pdf
[2] courses/comp1100/value-proposition-canvas.pdf
[3] courses/comp1100/test-cards-and-learning-cards.pdf
[4] courses/comp1100/customer-discovery.pdf

- customer-relationships-and-channels[5] — the get/keep/grow funnel
- comp1100[6] — course overview

[5] courses/comp1100/customer-relationships-and-channels.pdf
[6] courses/comp1100/comp1100.pdf