Module III. Business

Testing Business Ideas

Topic 2. Design

Lesson 2. Business Design
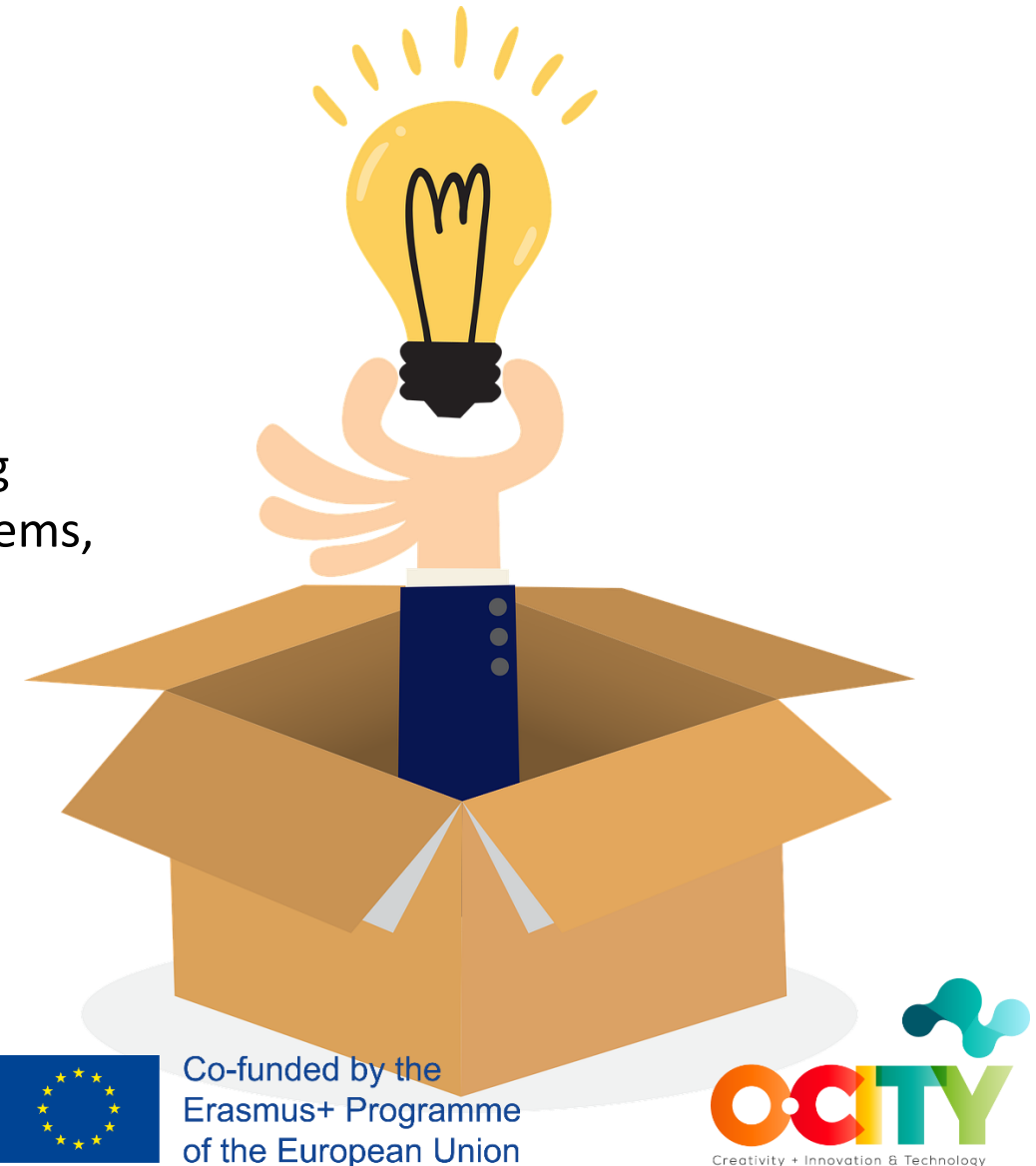
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Designing is…

…a process of anticipating and creating different types of objects, shapes, systems, buildings, vehicles etc.

But design can be also user-centered.

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Once the topic is completed and approved, learners will be able to...

Design the perfect team and shape an idea.

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In this lesson, we will learn...
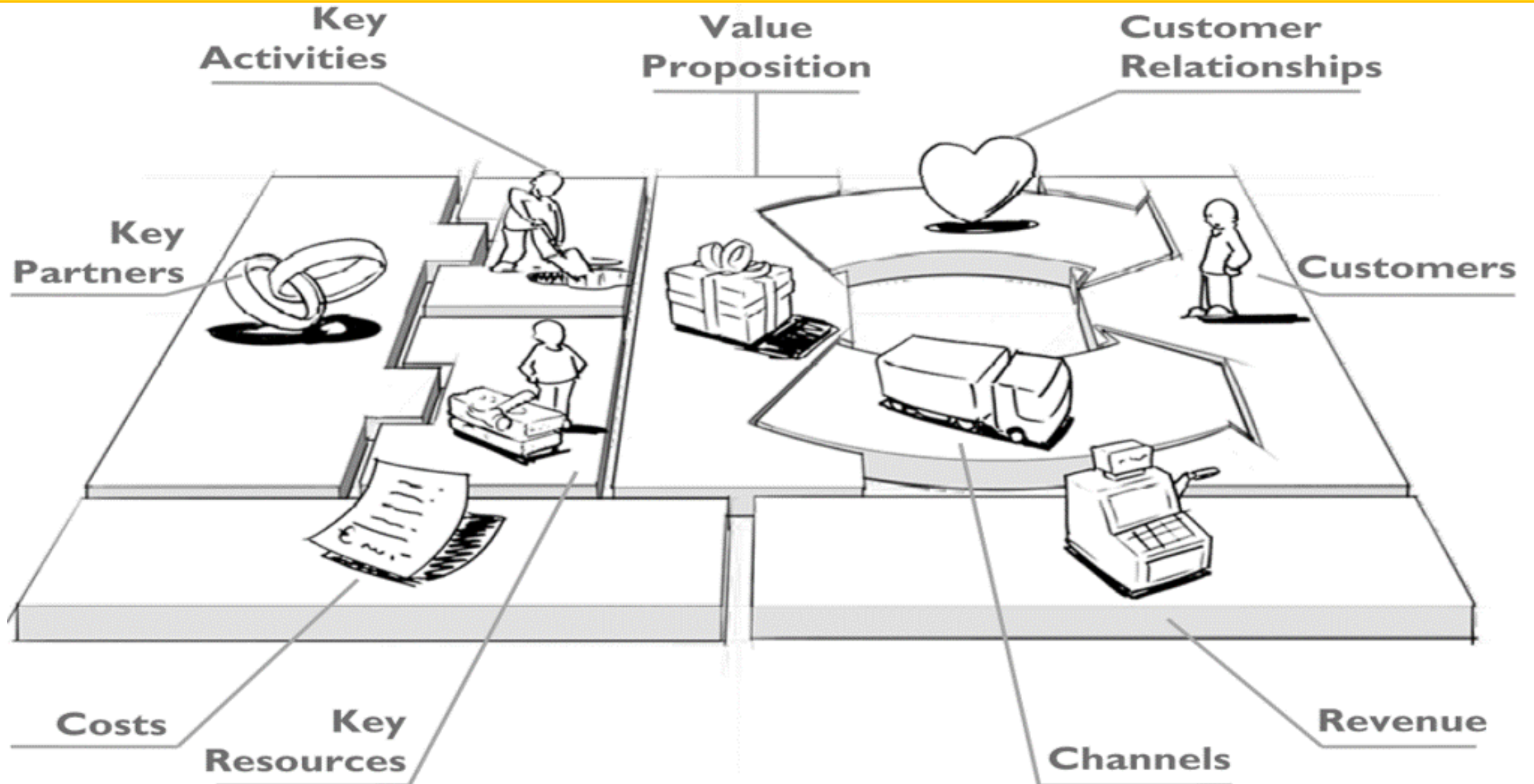
Business Model Canvas

Value Proposition Canvas

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Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	**customer segments**

Cost Structure	Revenue Streams

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
		value proposition		**customer segments**
	Key Resources		Channels	

Cost Structure	Revenue Streams

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
		value proposition		**customer segments**
	Key Resources		Channels	
			distribution channels	

Cost Structure	Revenue Streams

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
		value proposition	**customer relationships**	**customer segments**
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Cost Structure	Revenue Streams

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
			customer relationships	
	Key Resources	**value proposition**	**Channels**	**customer segments**
			distribution channels	

Cost Structure	Revenue Streams
	revenue streams

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
		value proposition	**customer relationships**	**customer segments**
	Key Resources **key resources**		**Channels** **distribution channels**	

Cost Structure	Revenue Streams
Physical Intellectual **Human Financial**	**revenue streams**

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	key activities	**value proposition**	**customer relationships**	**customer segments**
	Key Resources		Channels	
	key resources		**distribution channels**	

Cost Structure	Revenue Streams
	revenue streams

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
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Cost Structure	Revenue Streams
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Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
key partners	**key activities**	value proposition	**customer relationships**	customer segments
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Cost Structure	Revenue Streams
cost structure	**revenue streams**

Value Proposition Canvas

Business Model Canvas

Customer Profile

Value Map
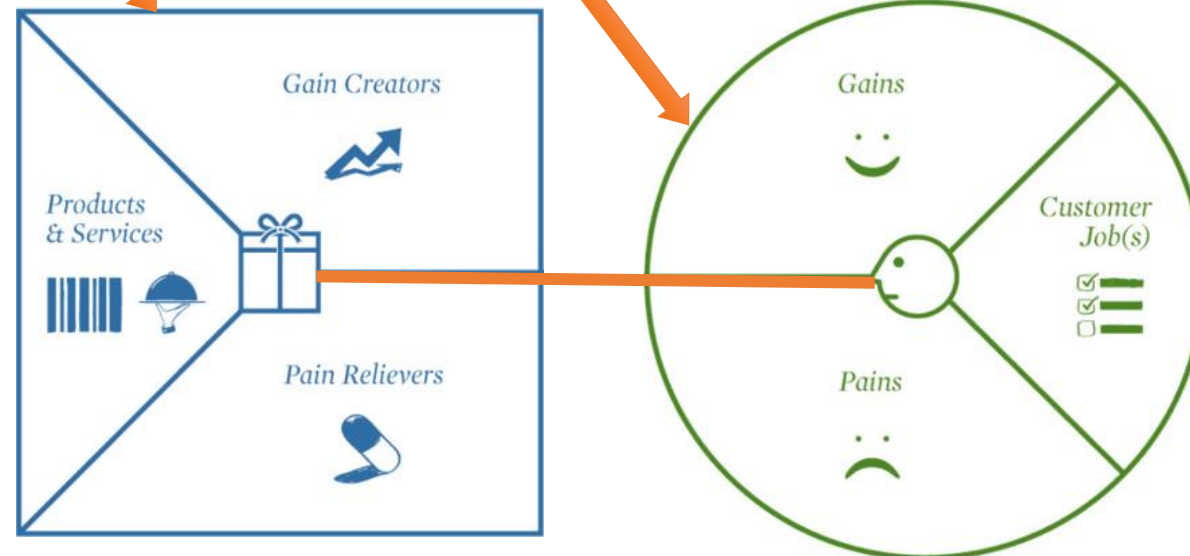
Customer Profile

Customer Jobs

Customer Gains

Customer Pains

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Customer Jobs

What are customer trying to get done?

Describe what kind of work your customers want to be done.

☞ **Functional work**

☞ **Social work**

☞ **Personal/Emotional work**

☞ **Support work**

Customer Job(s)
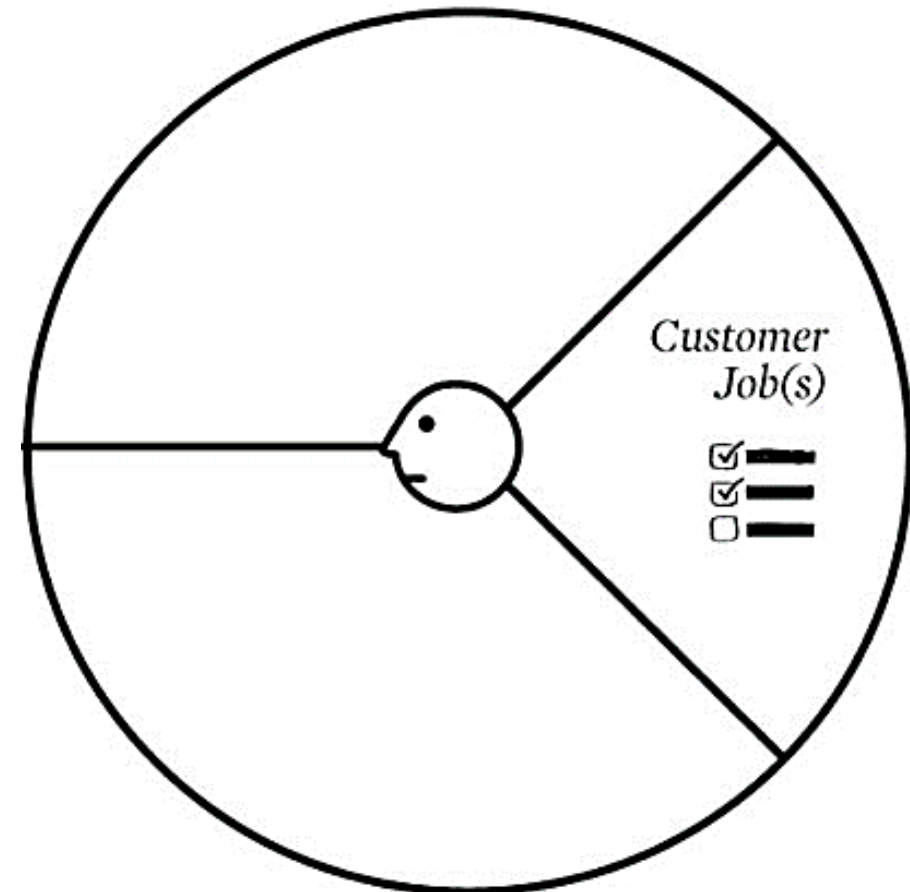
„Put yourself in the customer's shoes"

Customer Pains

What are customer Pain Points?

Anything that bothers your customers.

☞ **Undesirable results, problems, and characteristics**

☞ **Obstacles**

☞ **Risks**

Pains

Customer Gains
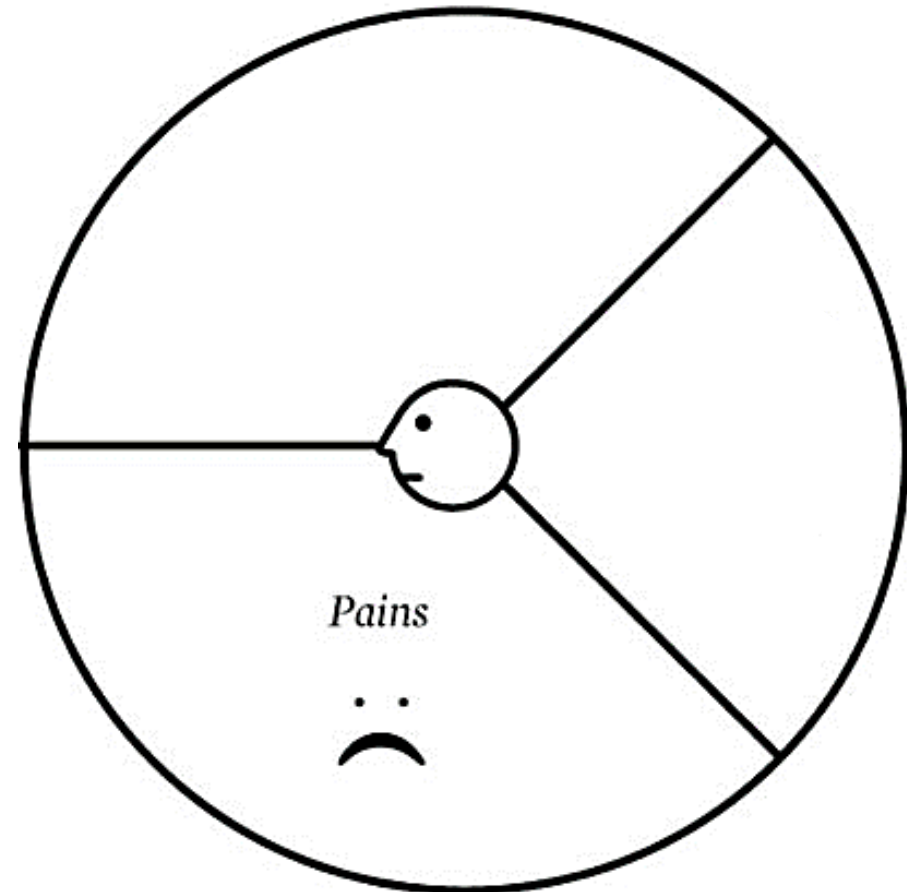
What are customer Gains?

Description of the utility your customers want.

☞ **Necessary utility**

☞ **Expected utility**

☞ **Desired utility**

☞ **Unexpected utility**

Gains
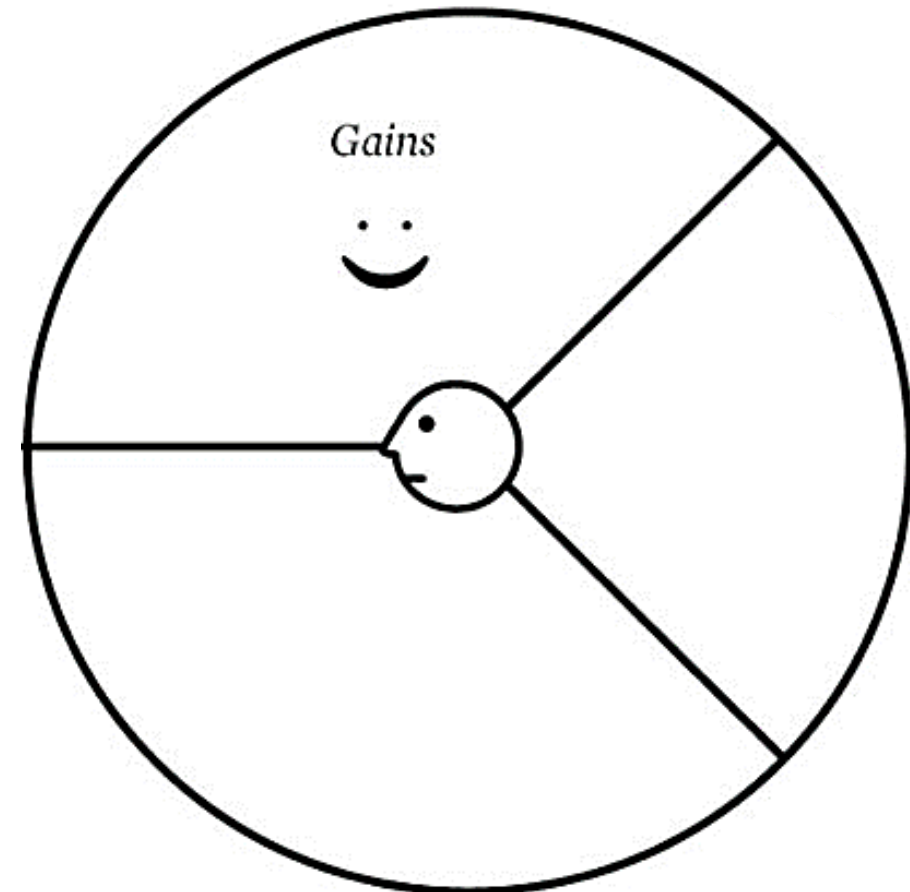
Value Map

Product Segment

Pain Reliever
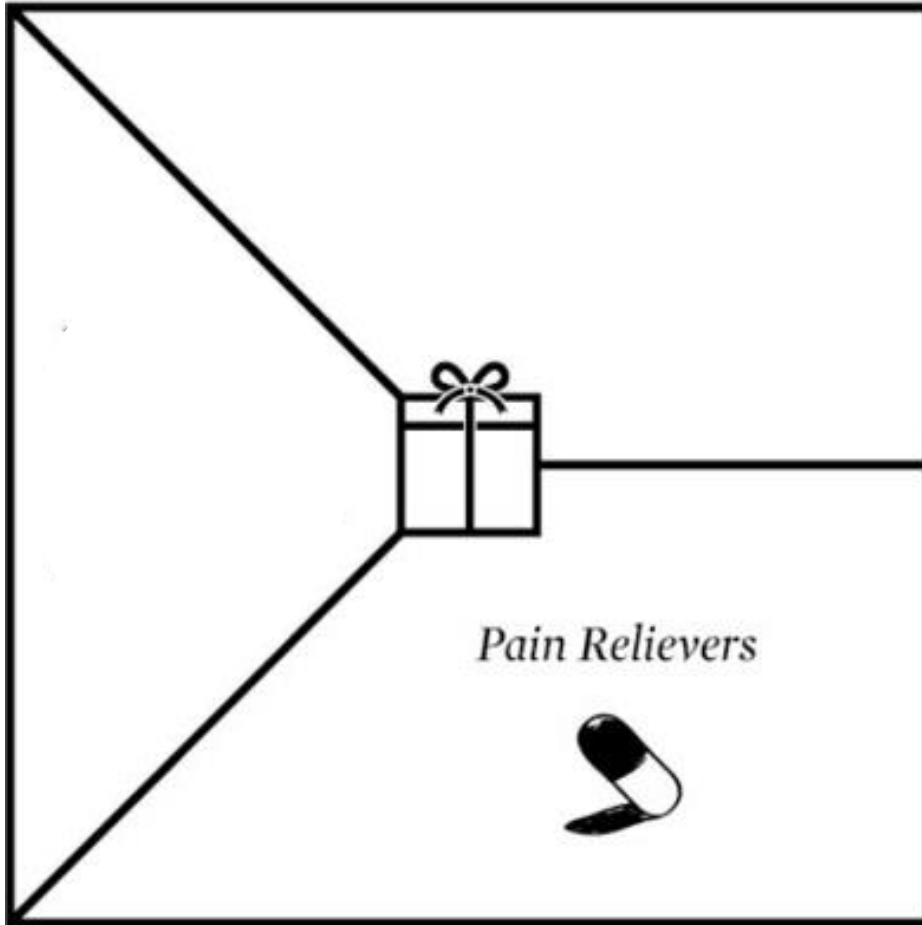
Gain Creators

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Product Segment

Products and services on which your value is based.

→ **Physical, tangible products or goods**

→ **Intangible**

→ **Digital**

→ **Financial**

Pain Relievers

✓ Do they save time, money, effort?

✓ Do your customers feel better?

✓ Do you remove barriers that limit your customers?

✓ Do you limit the mistakes your customers can make?

✓ Do you eliminate the risks that customers are afraid of?

✓ Do you solve the negative social problems that customers are afraid of?
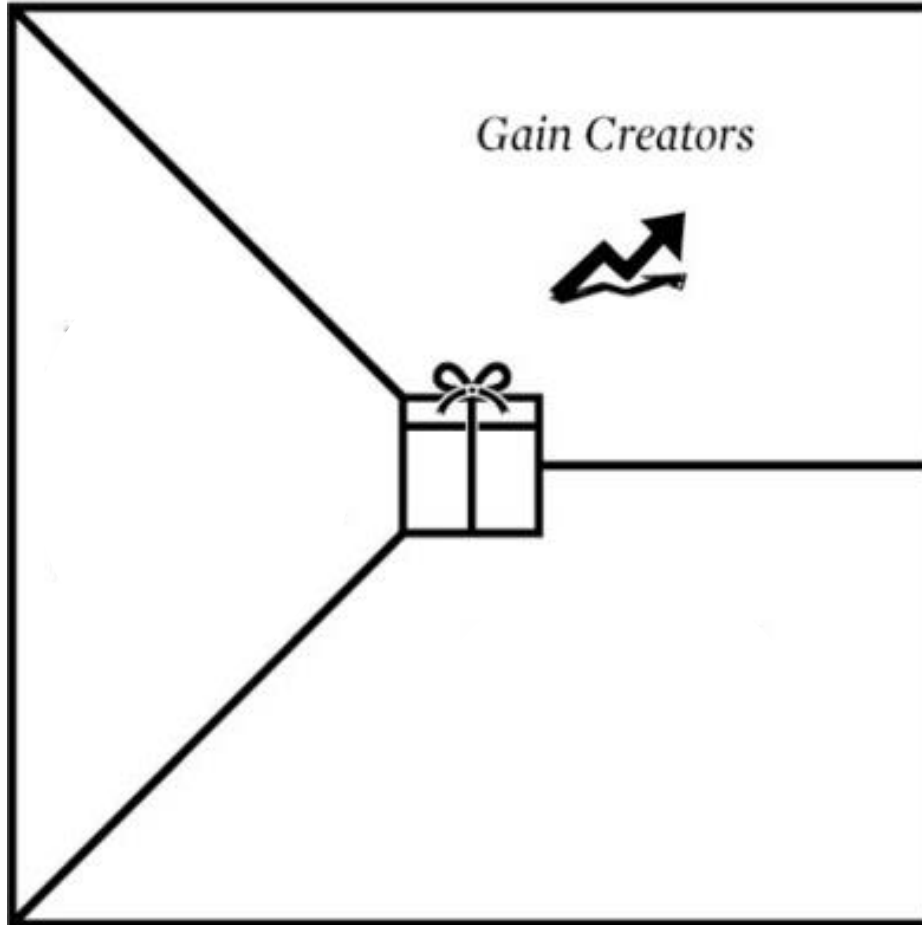
Gain Creators

- ✓ Does it make your customers' work or life easier?

- ✓ Is your product something that customers expect or that exceeds their expectations?

- ✓ Does your product create positive social consequences?

- ✓ Is it doing something specific that customers are looking for?

What happens when a Customer Profile meets Value Map?

value map   customer profile
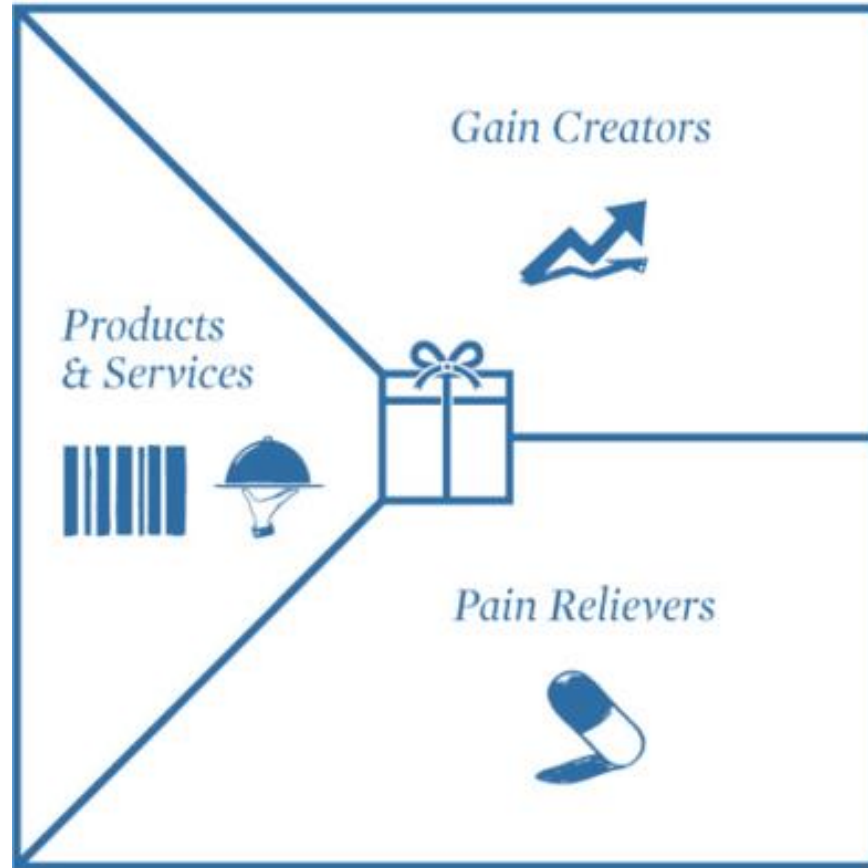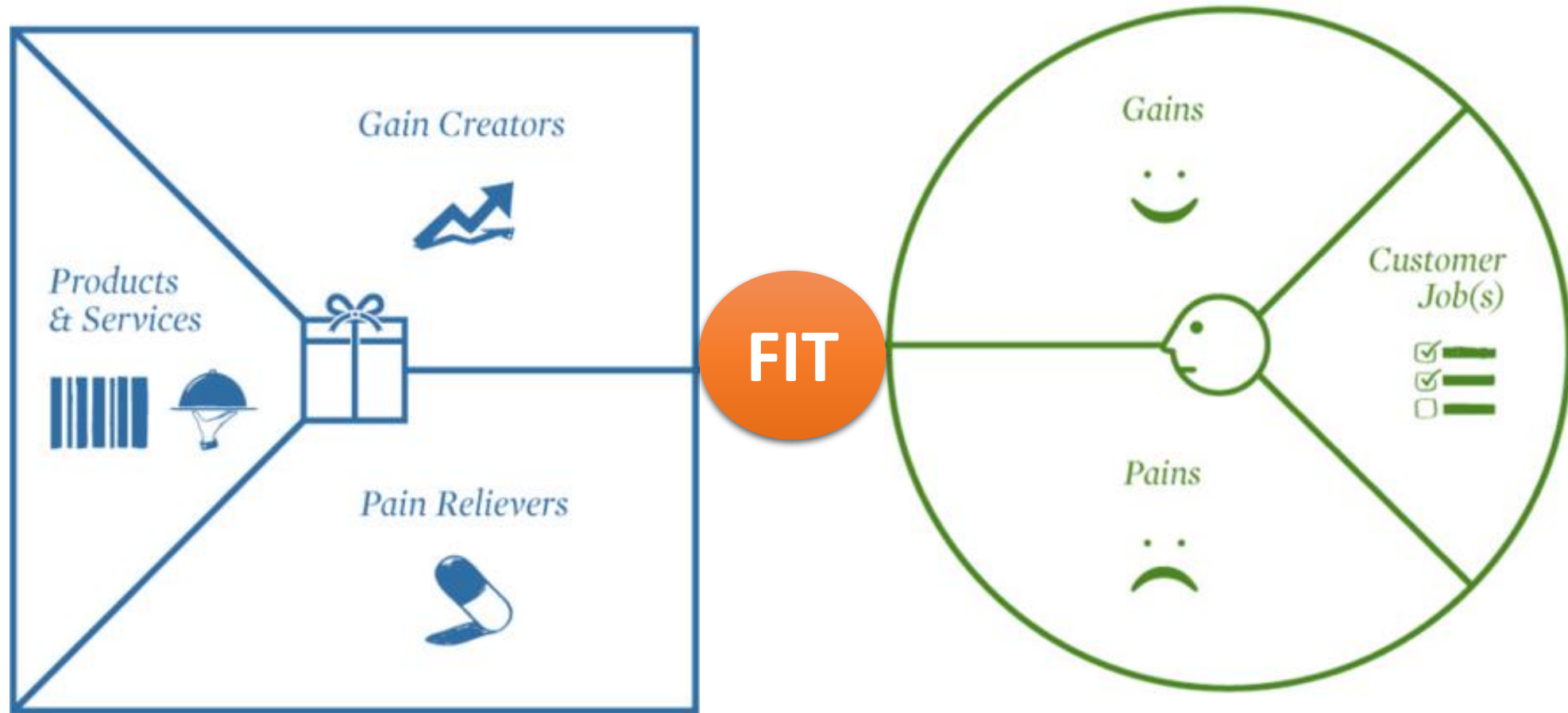

create   **observe**

value map

create

Conclusions

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