

# DESIGN CANVAS

*Instruments and  
Methodologies  
for developing  
creative sessions*



# PERCEPTION MAPS

## COMPANY POSITIONING




The image the Company has in the Market

Consumers  
Clients  
Distribution Channels  
Competitors  
Influencers

S	
MS	
M	
MI	
I	

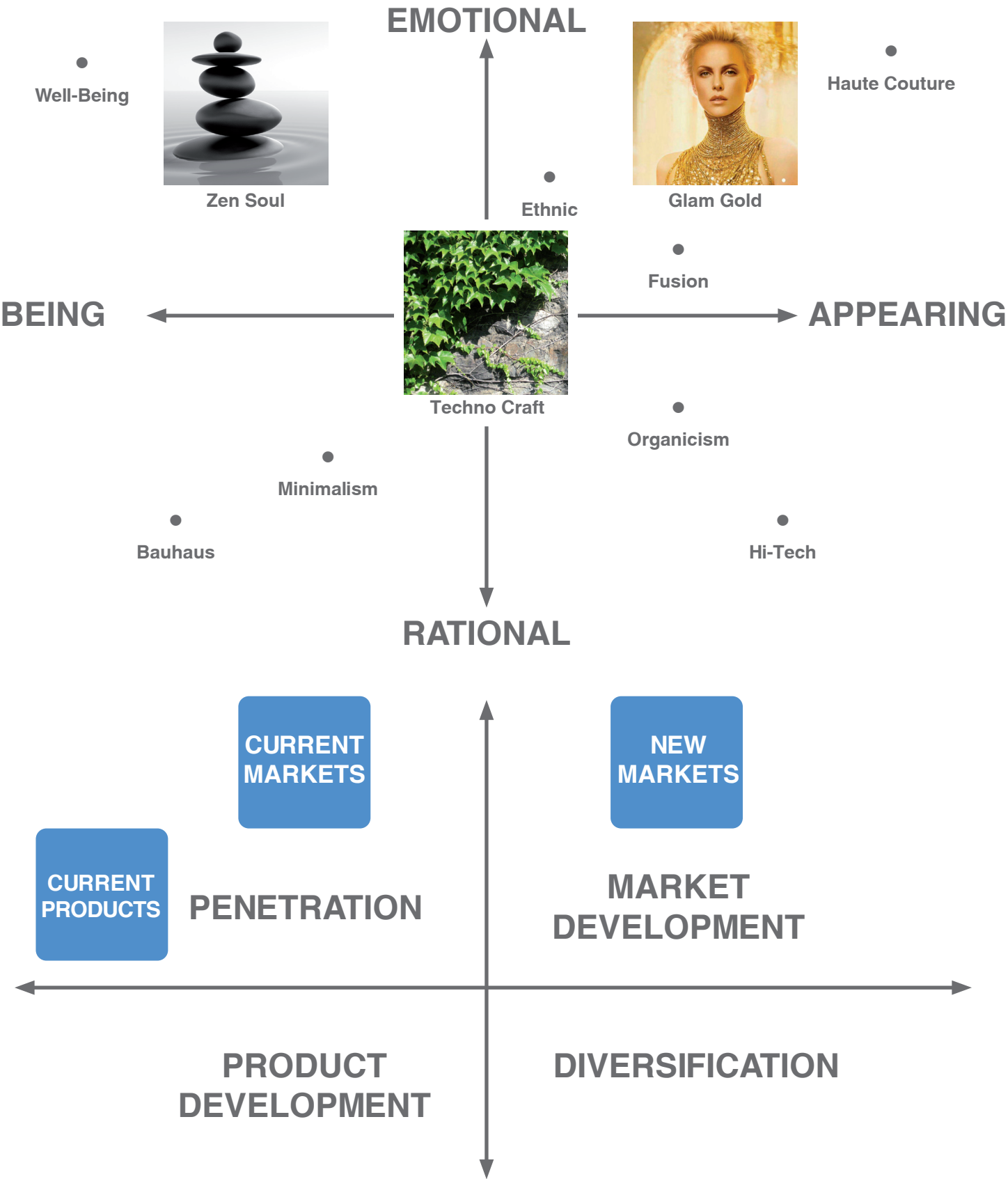
POSITIONING
 Market Segmentation

S	  	S
MS	  	MS
M	 	M
MI		MI
I		I

POSITIONING
 Consumer Target

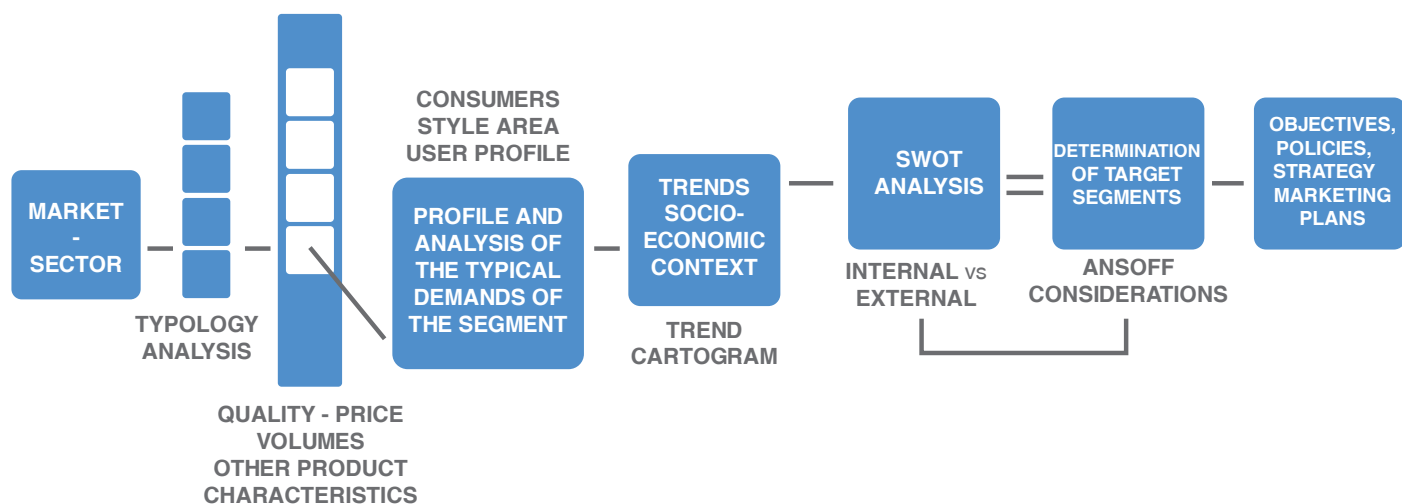
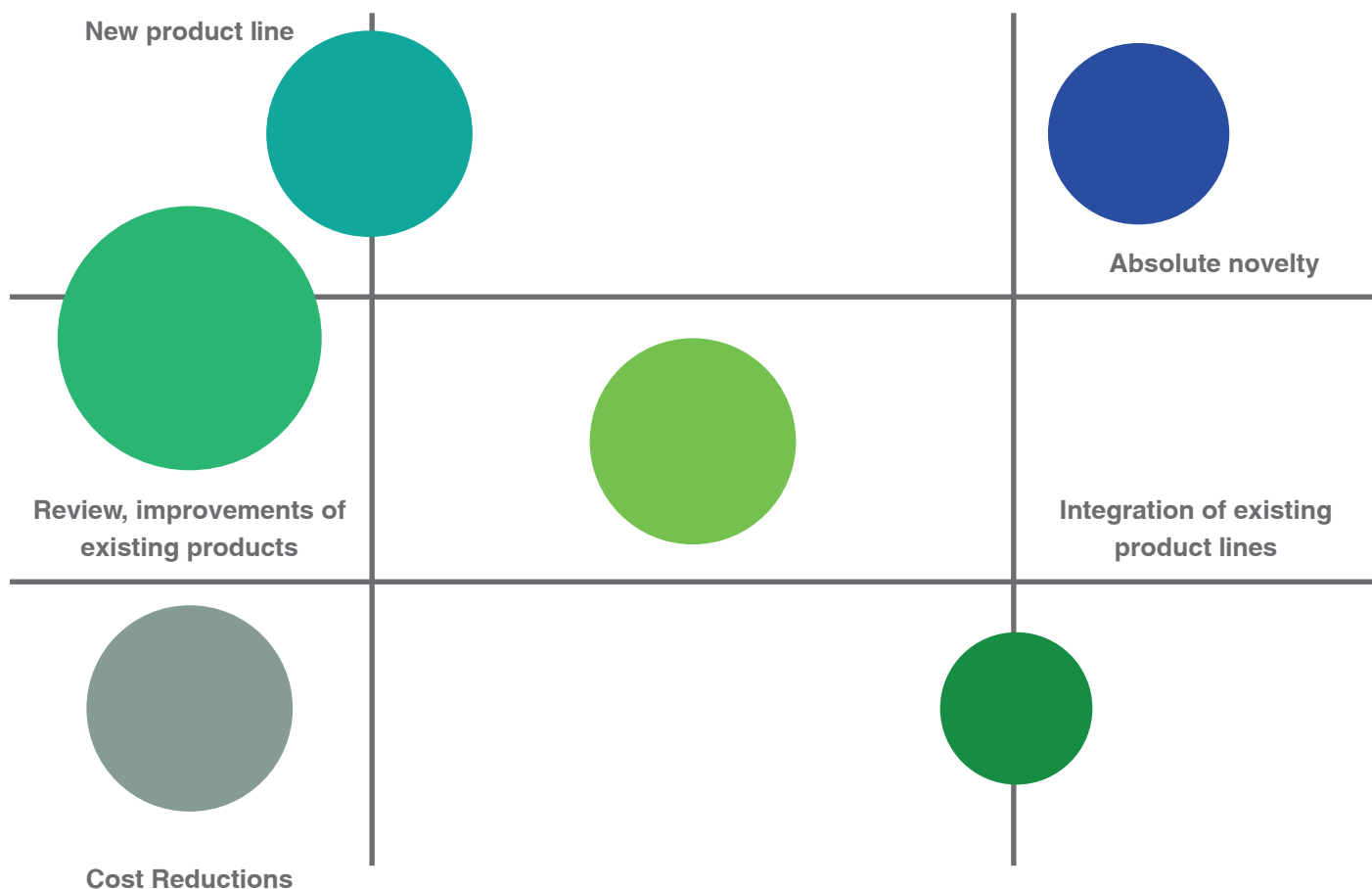
<div> <div>CONSUMER BEHAVIOUR</div> <div>AGE</div> </div>	INDIFFERENT PASSIVE	TECHNICAL FUNCTIONAL	AESTHETIC CREATIVE	AESTHETIC UP-TO-DATE	AESTHETIC CLASSIC
CHILDREN 3 - 5					
KIDS 6 - 12					
TEENAGERS 13 - 19					
YOUNG ADULTS 20 - 35					
ADULTS 36 - 65					
MATURE over 65					

# MAPPE PERCETTIVE

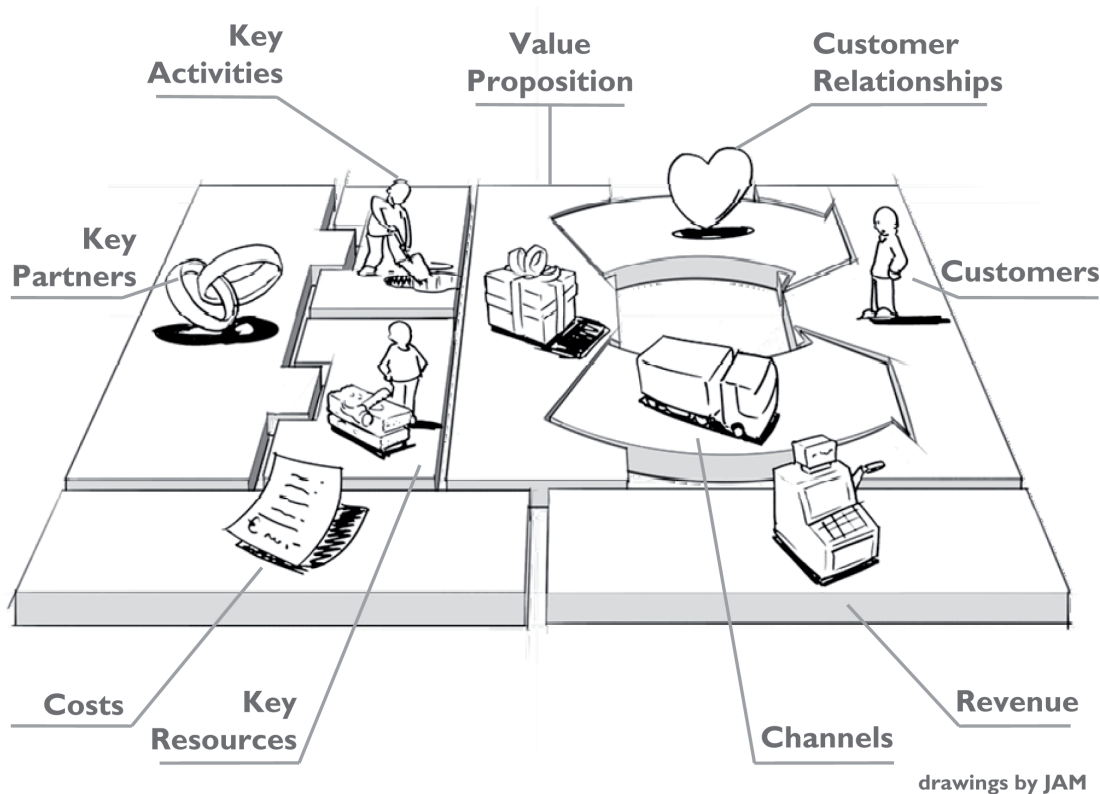


# MATRIX

## Product/Service Development



# BUSINESS CANVAS



drawings by JAM

## The Business Model Canvas

Designed for:

Designed by:

On:

Iteration:

<b>Key Partners</b>  Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?  <small>Key Partnerships may be essential to: • Reduce risk • Increase efficiency • Develop and exploit opportunities • Acquire valuable resources and activities</small>	<b>Key Activities</b>  What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?  <small>Key Activities may be essential to: • Production • Platform development • Problem solving • Logistics • Distribution • Sales and marketing • Service</small>	<b>Value Propositions</b>  What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?  <small>Value Propositions may be essential to: • Attraction • Retention • Differentiation • Cost Advantage • Channel Access • Customer Relationships • Revenue Streams</small>	<b>Customer Relationships</b>  What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?  <small>Customer Relationships may be essential to: • Attraction • Retention • Differentiation • Cost Advantage • Channel Access • Customer Relationships • Revenue Streams</small>	<b>Customer Segments</b>  For whom are we creating value? Who are our most important customers?  <small>Customer Segments may be essential to: • Attraction • Retention • Differentiation • Cost Advantage • Channel Access • Customer Relationships • Revenue Streams</small>
<b>Key Resources</b>  What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?  <small>Key Resources may be essential to: • Production • Platform development • Problem solving • Logistics • Distribution • Sales and marketing • Service</small>		<b>Channels</b>  Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?  <small>Channels may be essential to: • Attraction • Retention • Differentiation • Cost Advantage • Channel Access • Customer Relationships • Revenue Streams</small>		
<b>Cost Structure</b>  What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?  <small>Cost Structure may be essential to: • Production • Platform development • Problem solving • Logistics • Distribution • Sales and marketing • Service</small>		<b>Revenue Streams</b>  For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?  <small>Revenue Streams may be essential to: • Attraction • Retention • Differentiation • Cost Advantage • Channel Access • Customer Relationships • Revenue Streams</small>		

# SCHEDA BRIEFING

Il prodotto da progettare

1. **Denomination**
2. **What target it is intended for**  
*client - influencers (designer, installer) - end user*
3. **What needs it must satisfy for every target (priority)**
4. **Price range**
5. **Ergonomic / usability implications**  
*(ease-of-installation, use, maintenance)*
6. **If it contains systems or mechanisms:**
  - what their encumbrance is
  - if they can be positioned in different ways
7. **What materials, components and with what processes they are built (make or buy)**  
**Limits and opportunities**
8. **Packaging and transport**
9. **The lifespan of a product**
10. **Which pieces are expected to be produced the 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, nth year of life**
11. **Which company products they must replace**
13. **Theme to be developed - recommendations**

# TIMETABLES

The product to be designed

DEADLINE	ACTIVITY	PERSON RESPONSIBLE
<div>date</div>	Brief given to designer	
<div>n. of weeks .....</div>	PHASE 1 - research PHASE 2 - development of first product ideas	
<div>date</div>	1 <sup>st</sup> CHECK Choice of the first product ideas to develop further	
<div>n. of weeks .....</div>	PHASE 3 Period for in-depth design development	
<div>date</div>	2 <sup>nd</sup> CHECK Approval of definitive design	
<div>n. of weeks .....</div>	PHASE 4 - period for engineering, industrialisation and creation of pre-series, packaging design and other sales and communication supports (catalogues, lists, etc.)	
<div>date</div>	3 <sup>rd</sup> CHECK Final decision on pre-series, packaging. Price-cost definition, minimal batch delivery times, production orders	
<div>n. of weeks .....</div>	First product batch production. First packaging batch production, lists, catalogues, etc...product packaging	
<div>date</div>	Presentation of the product to sales network to begin sales campaign.	



# BRAINSTORMING

Good rules

1. **We do not design products. We satisfy needs**
2. **Research quantity**
3. **Suspend judgement**
4. **Mad ideas are grand Ideas**
5. **Combine Ideas**



