

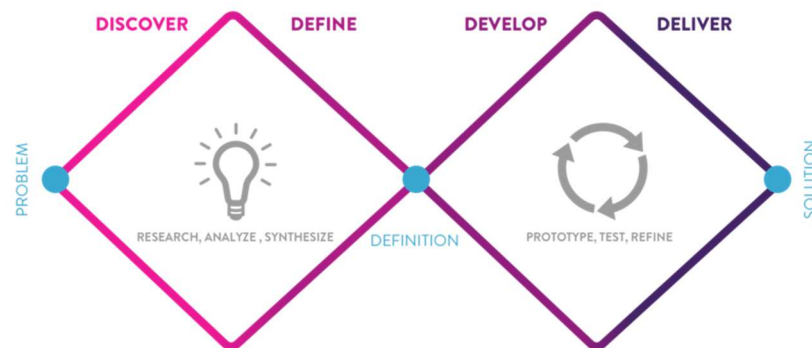
Week 11 – Design thinking

Design thinking – tailored to dealing with uncertainty

- Consider innovation and creativity as an enigma
- Think of design as something for artists – but business people can do it too
- People have a vested interest in saying that their idea is unique

Double diamond process

- Discover – needs identifies... market/user research, managing info, design/research groups = diverge (gather data)
- Define area of focus – alignment of needs to business objectives... prototyping, project development and management = converge (narrow scope)
- Develop potential solutions – multi-disciplinary work, visual management, testing = diverge (explore possibilities)
- Deliver solutions – final testing, approval, launch, targets, evaluation, feedback loops = converge (define constraints)



Week 12 – Entrepreneurship

Entrepreneur – all definitions focus on new entry

- Bearer of uncertainty
- Innovator
- No inclusion of +ve social change
- No regard for health/happiness
- Heroification

Intrapreneur – employee within a large company who takes direct responsibility for turning an idea into a profitable product instead of leaving to start their own business

Business model canvas – logic of how a company intends to make money
Offer

1. Value proposition – newness, performance, customisation, design, brand, status, differentiation

Customers

2. Customer segments – mass, niche, segmented, diversified
3. Customer relationships – personal assistance, self-service, automated
4. Channels – raising awareness, post-purchase customer support

Infrastructure

5. Key resources – physical, intellectual, human, financial
6. Key activities – production, problem solving
7. Key partnerships – strategic alliances co-opetition, joint ventures

Financial viability

8. Cost structure – cost-driven, value-driven
 9. Revenue streams – asset sale, usage fee, subscription fee
- Abstract
 - Designed around SMEs and startups
 - Focuses on some stakeholders only