

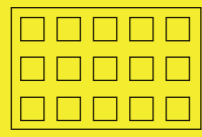
TOOLS OF THE DESIGN JOURNEY



IDEATE

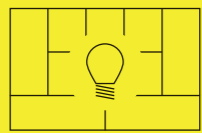
- Organize your sticky notes. • Sketch your ideas.
- Generate and discard ideas quickly. • How to explore and evaluate ideas. • What your assumptions are.
- 4-6 value propositions. • 4-6 business model options. • A selection of at least 500 ideas.
- Next: prototype your idea.

CREATIVE MATRIX



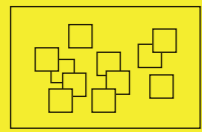
Make a custom grid and fill with sticky notes to diverge ideas into useful categories.

BUSINESS MODEL IDEATION



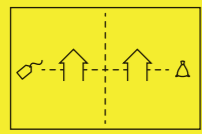
Discover profoundly new business opportunities by messing with canvases on purpose.

WALL OF IDEAS

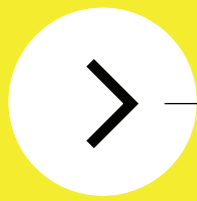


Filling a wall with answers to a trigger questions will help your team to combine insight.

INNOVATION MATRIX



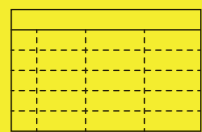
Use the matrix to filter useful ideas that are really innovative.



PREPARE

- Design your war room.
- How to engage your team. • Working differently and effectively.
- A multidisciplinary team. • Physical and digital space. • A format for screenplays.
- Develop a point of view, vision and design criteria.

SCREENPLAYS



Design your meetings to be ultra effective.

TEAM CHARTER



Get the team on the road by putting goals, expectations and values on paper.



VALIDATE

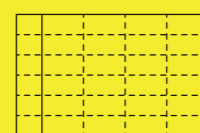
- Your learning journey.
- How to fail (early and often). • How to falsify and kill your darlings. • When to pivot or persevere.
- Identified your riskiest assumption. • At least 1 experiment. • Validated your riskiest assumption.
- Run next experiment. • Revisit your point of view. • Check your investment readiness level.

RISKIEST ASSUMPTION



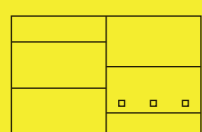
Find out what you should test first to learn as cheap as possible.

VALIDATION CANVAS



Get all your data in line for a good overview and to track your progress over time.

EXPERIMENT CANVAS



Make your experiments scientific so you can really test your assumptions.

VISUALIZE THINGS



big visual wins

LEARN QUICKLY



things you will learn

GET THINGS DONE



your to do list

MAKE BOLD STEPS



what to do next?

Visualize your context, business model, value proposition and customer journey.

Where your company stands, who your customer is, and what he or she wants.

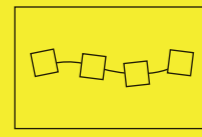
Wour business model and context as one-pagers. • Customer profiles.

Revisit and update your vision and design criteria. • Done? generate ideas!



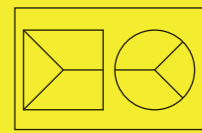
UNDERSTAND

CUSTOMER JOURNEY



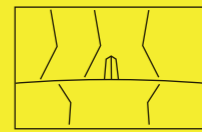
Get to know the true pains of your customer by talking with them and by plotting their route.

VALUE PROPOSITION



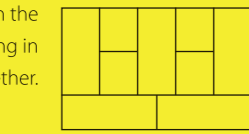
To understand what your Job To Be Done is, put your target audience at the centre.

CONTEXT CANVAS

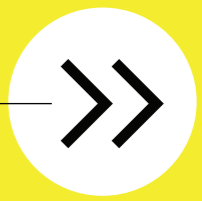


When staying ahead, you can never get too much insight in knowing your - and other's - directions.

BUSINESS MODEL CANVAS



Get everybody on the same page by filling in the canvas together.

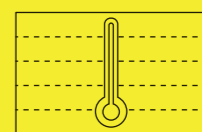


SCALE

- Investment readiness level and metrics.
- Knowing when to execute.
- A clear picture of what to do next.
- Keep revisiting the loop. • Share your journey.

INVESTMENT READINESS LEVEL

Understand the metrics that can forecast the success of your project, product or company



POINT OF VIEW

- Your vision and cover story.
- Where you stand. • How to shape a vision and tell your story.

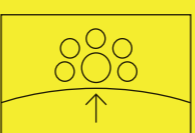
- A vision as a rally cry. • A story to create impact. • A set of design criteria.
- Meet customers and get out of the building. • Understand your value and context.

- Make your idea tangible.
- How to bring things to life. • How to incorporate feedback and accelerate your learnings. • Find new angles & solutions. • >1 paper prototype. • Feedback on prototype.
- Validate your prototype. • Iterate your prototype and track your learnings.



PROTOTYPE

FIVE BOLD STEPS



Align all minds involved for a positive future-oriented change.

DESIGN CRITERIA



Steer your journey on the right track with solid criteria to function as your compass.

COVER STORY VISION



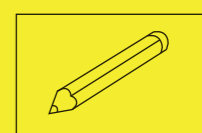
Get bold and beyond your first horizon by using your imagination.

STORYTELLING CANVAS



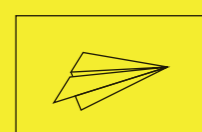
Create a good story to get people to believe in your mission.

SKETCHING



Sketching is the fastest way to bring your ideas to life, and tangible for others to comment or build on.

PAPER PROTOTYPE



99% of what you can test about your idea you can prototype with basically nothing, saving time and money.

