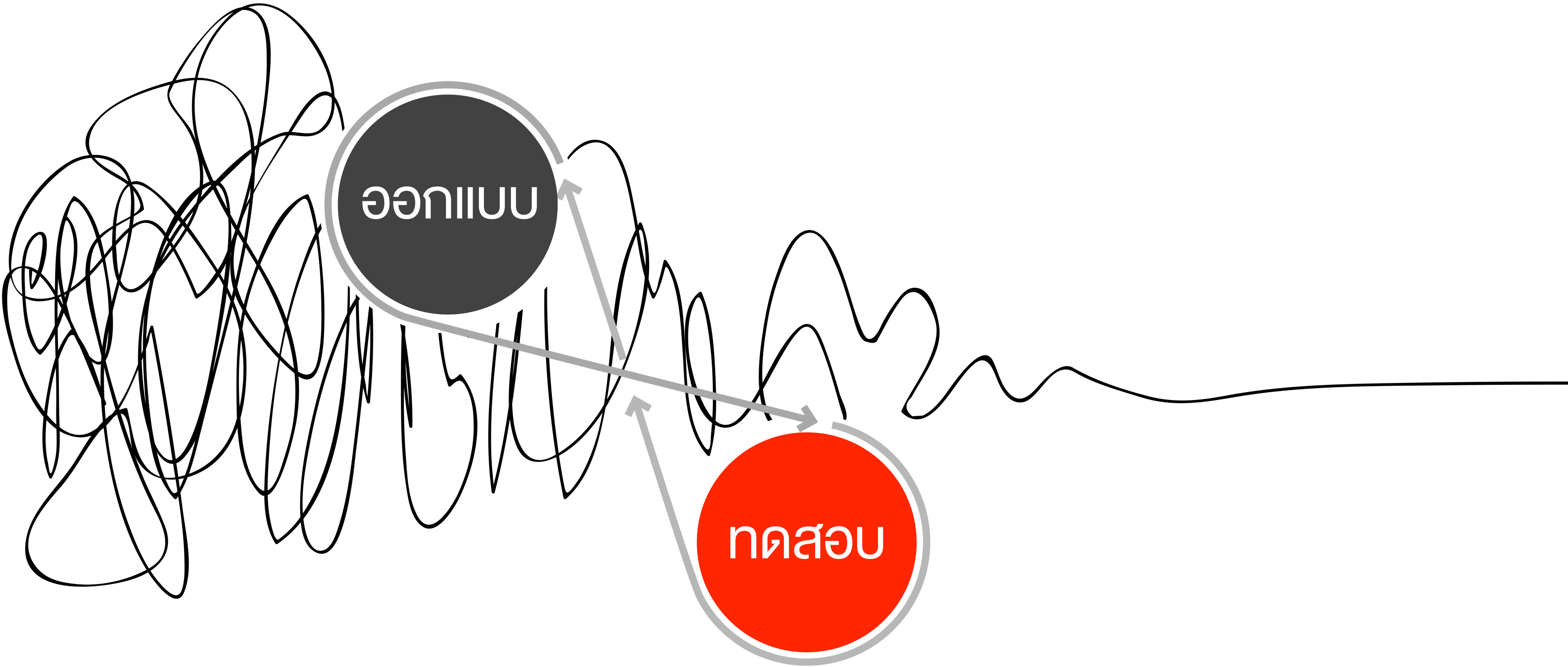


Design, Test, Repeat

The search for value propositions that meet customer jobs, pains, and gains is a continuous back and forth between designing prototypes and testing them. The process is iterative rather than sequential. The goal of *Value Proposition Design* is to test ideas as quickly as possible in order to learn, create better designs, and test again.





Service Design Thinking is
an **iterative** process.

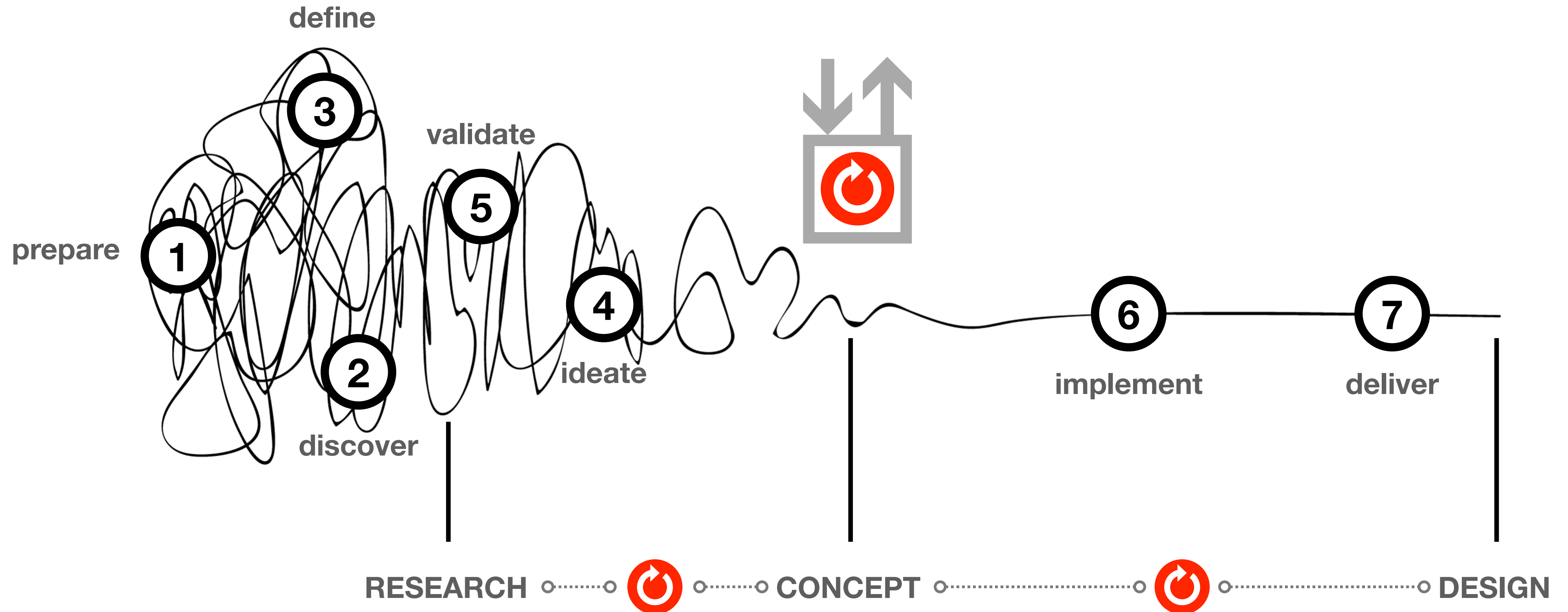
MARC STICKDORN

Source: The Squiggle
by Damien Newman, Central Inc.

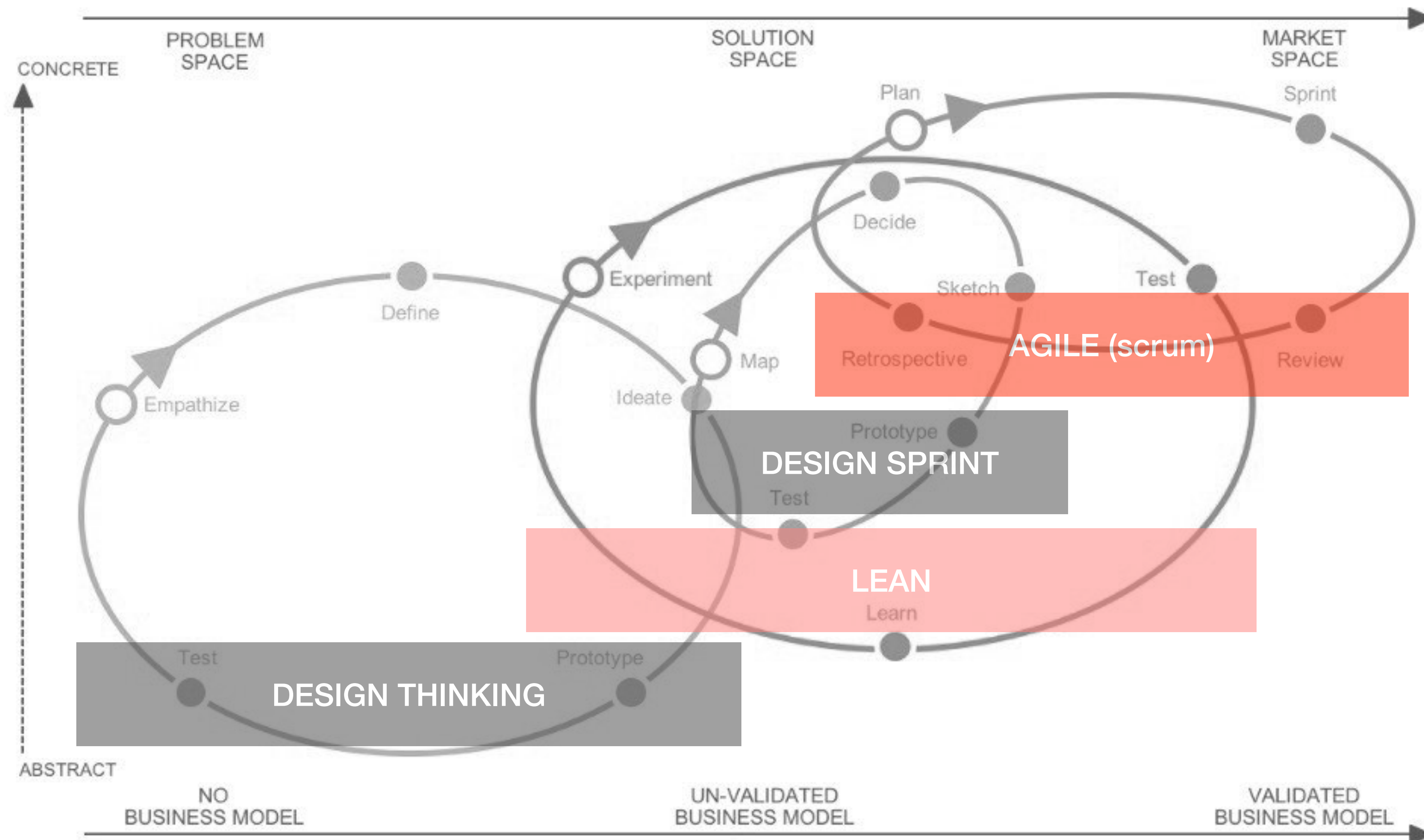


UNCERTAINTY / PATTERNS / INSIGHTS

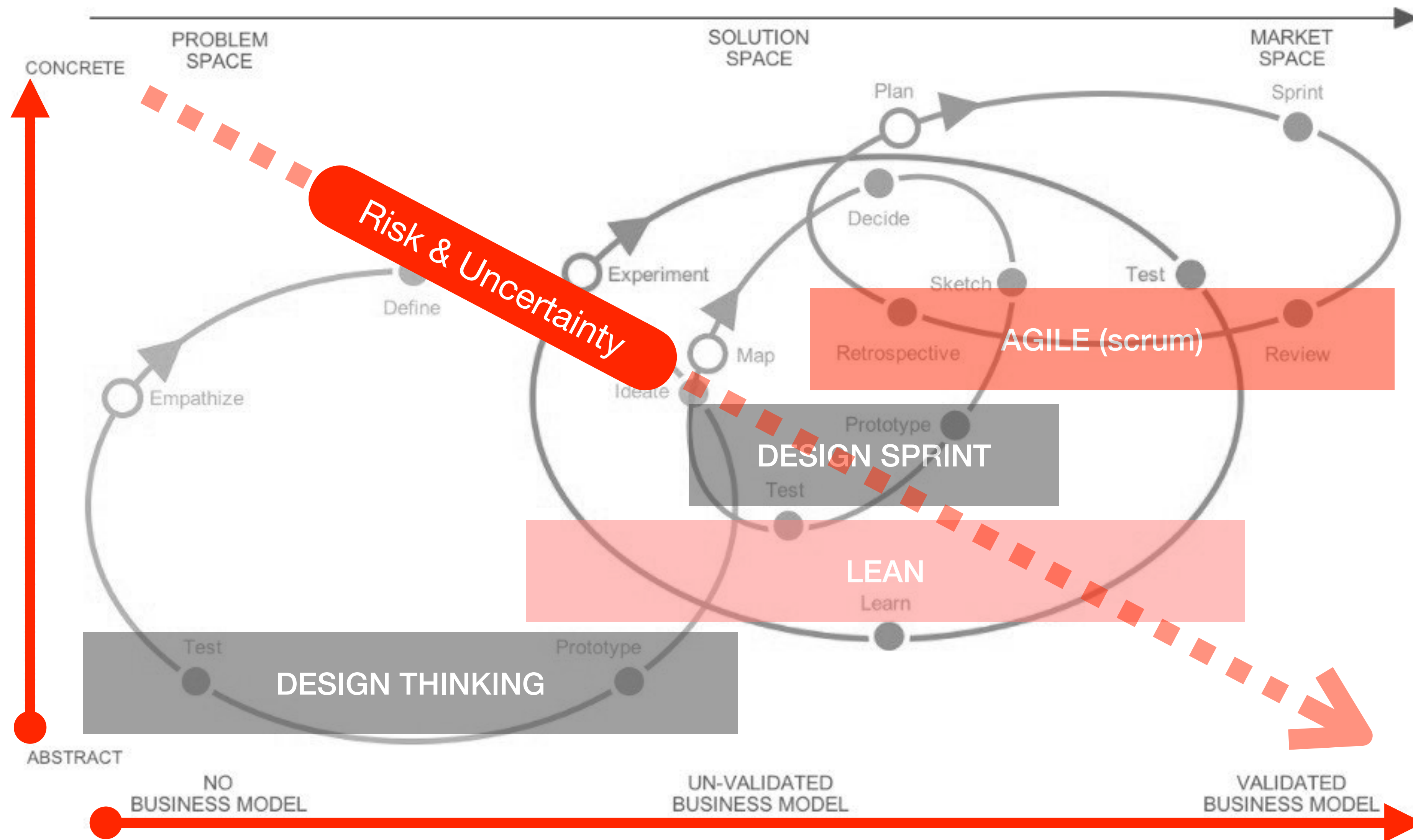
CLARITY / FOCUS



Source: The Squiggle
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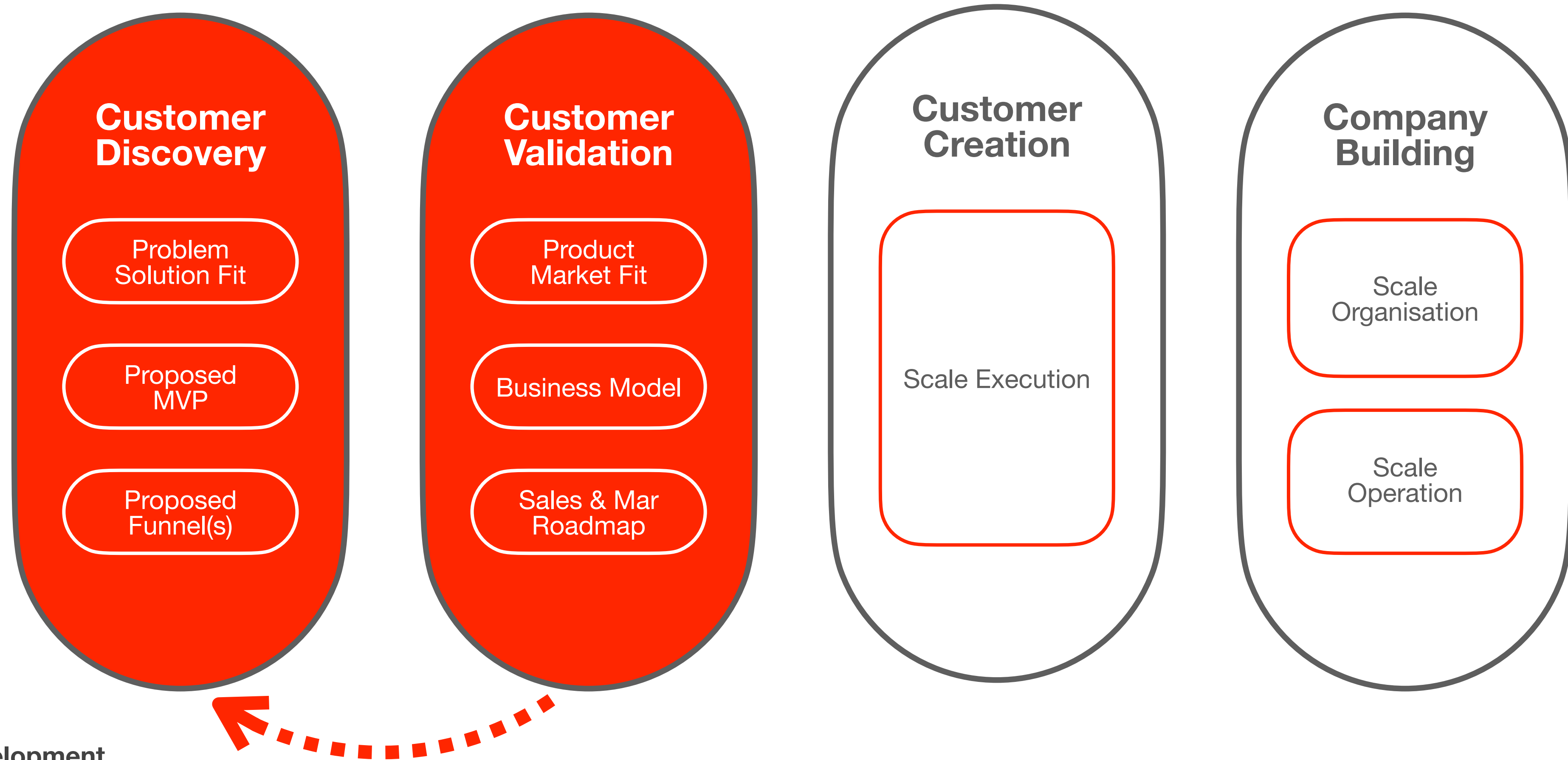


Source: Garner's Innovation Framework
by Gartner Inc

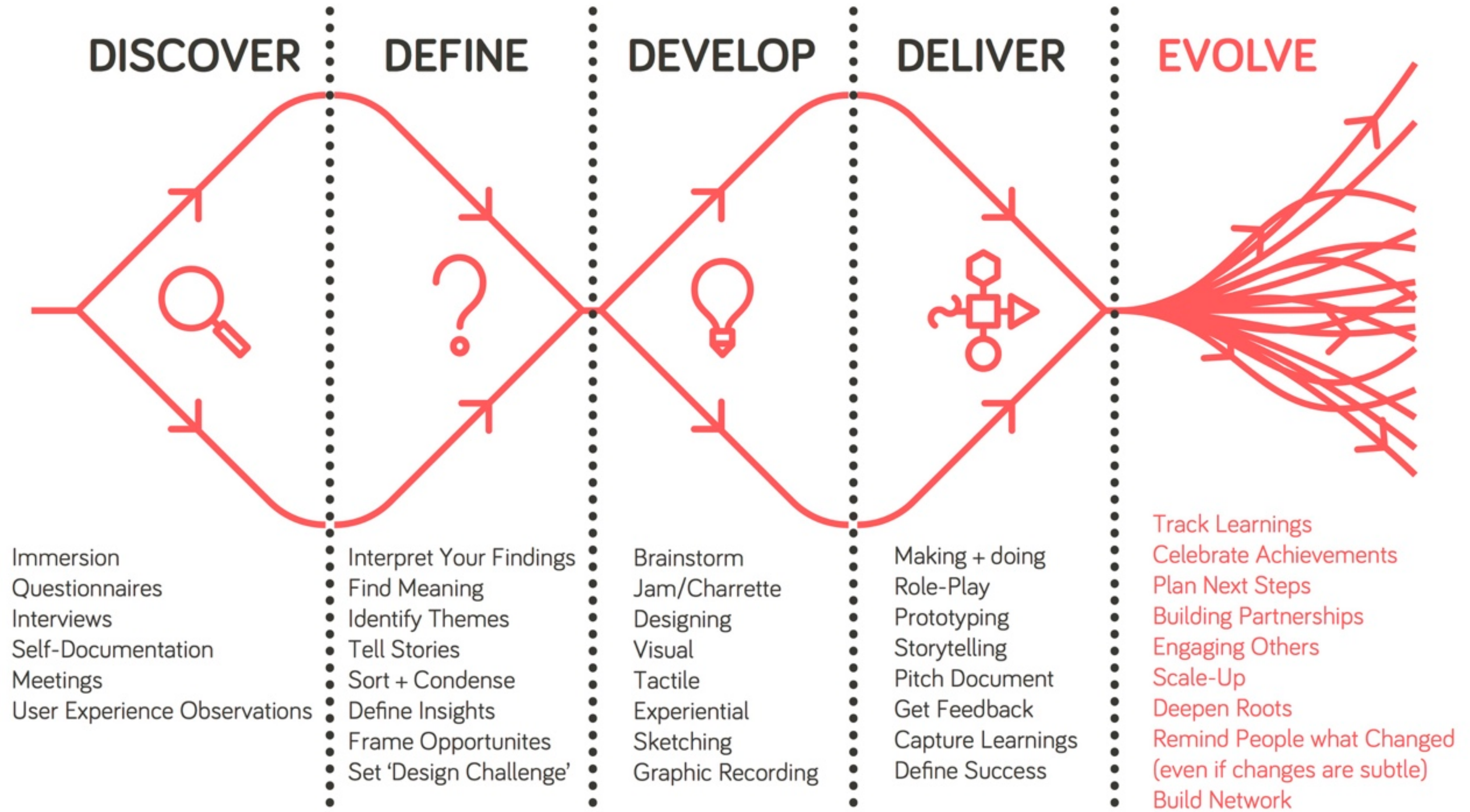


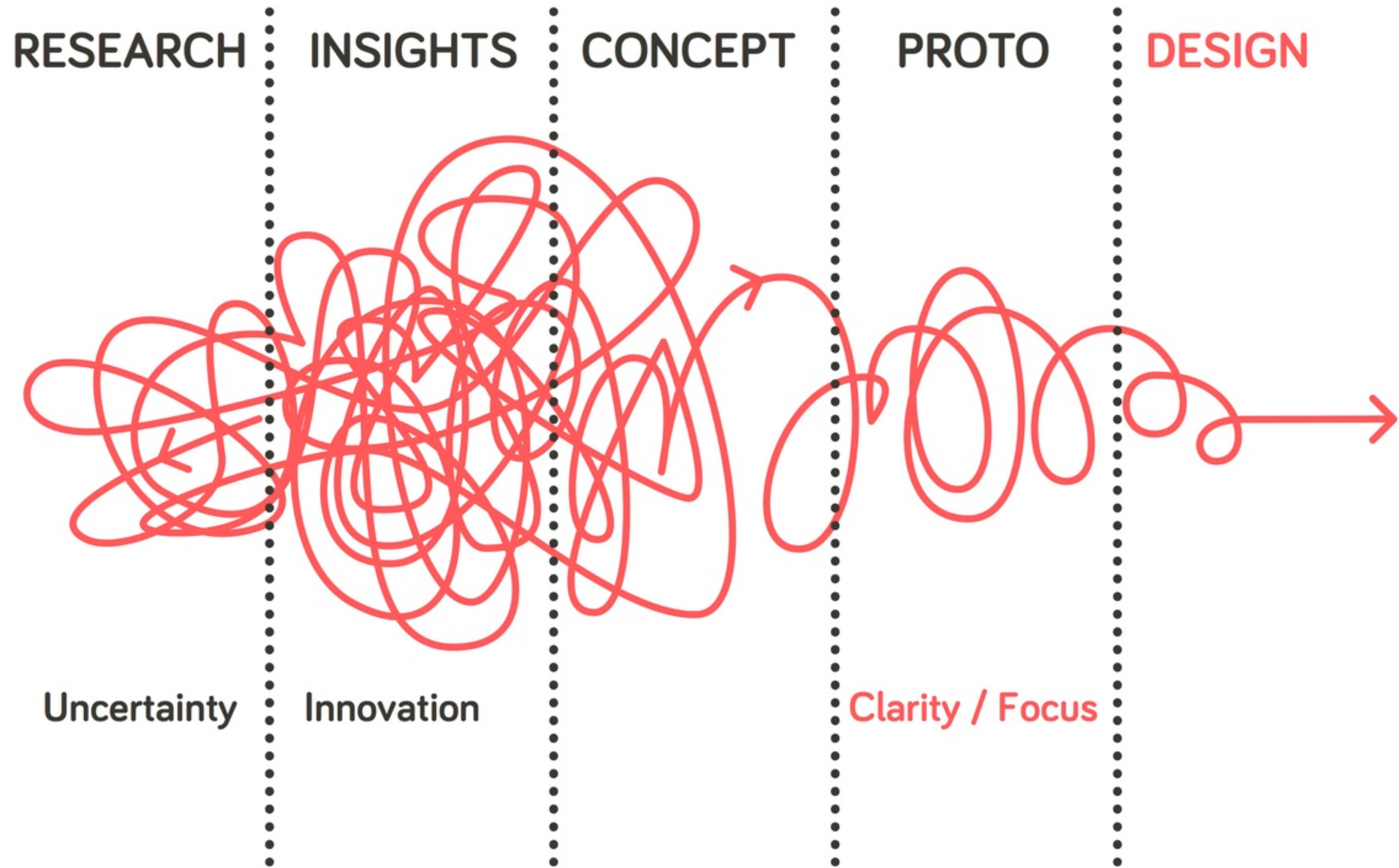
Source: Garner's Innovation Framework
by Gartner Inc

CUSTOMER DEVELOPMENT



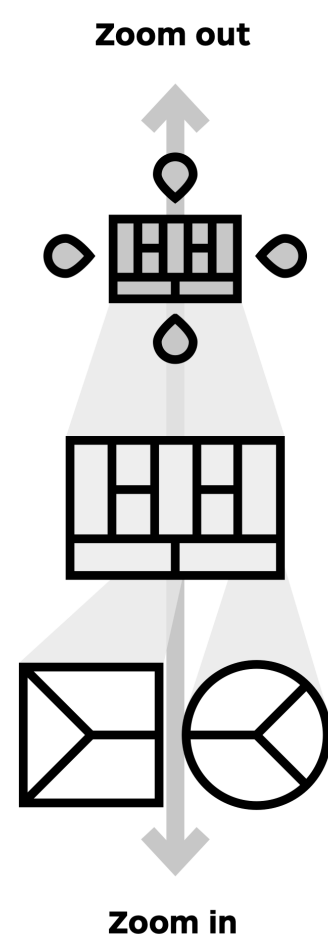
Source: Customer Development
by Steve Blank, adapted by Brant Cooper





DESIGN TESTING

The Tools and Process of Value Proposition Design



Canvas

Tools

Design / Test

Search

Evolve

Post-search

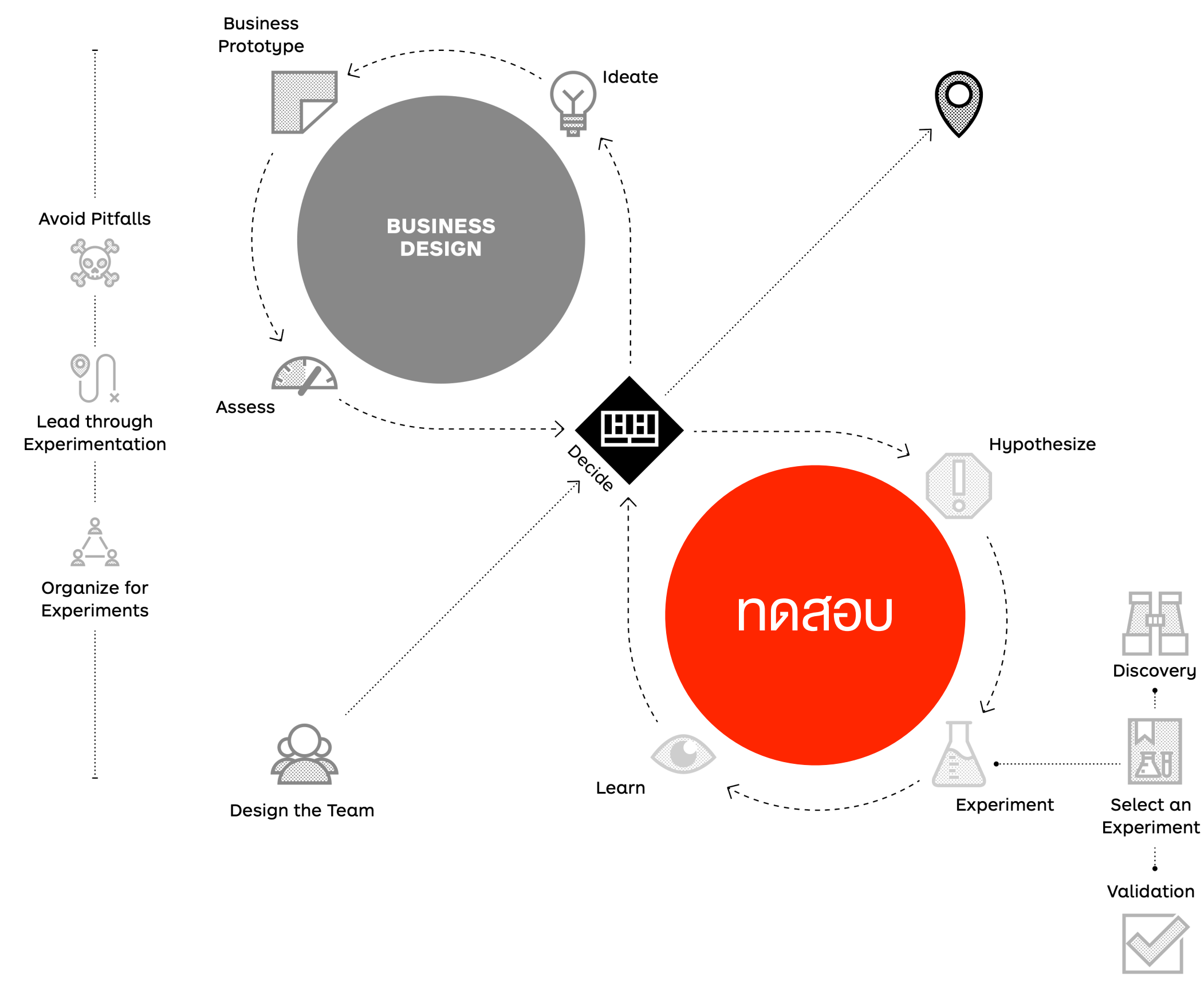
The heart of *Value Proposition Design* is about applying **Tools** to the messy **Search** for value propositions that customers want and then keeping them aligned with what customers want in **Post-search**.

Value Proposition Design shows you how to use the **Value Proposition Canvas** to **Design** and **Test** great value propositions in an iterative search for what customers want. Value proposition design is a never-ending process in which you need to **Evolue** your value proposition(s) constantly to keep it relevant to customers.

Progress

Manage the messy and nonlinear process of value proposition design and reduce risk by systematically applying adequate tools and processes.

DESIGN TESTING



1	2	3	4
Design	Test	Experiments	Mindset
Design the Team p. 3	Hypothesize p. 27	Select an Experiment p. 91	Avoid Experiment Pitfalls p. 313
Shape the Idea p. 15	Experiment p. 41	Discovery p. 101	Lead through Experimentation p. 317
	Learn p. 49	Validation p. 231	Organize for Experiments p. 323
	Decide p. 59		
	Manage p. 65		
			AFTERWORD p. 329

Lab Studies

Learning Prototype
Life-Size Prototype
Wizard of Oz

Sale Actions

Mock Sales
Presales
Crowdfunding

Tracking Actions

Ad and Link tracking
Landing page
Split testing

**EXPERIMENT
MIX**

Participatory Design

Illustrations, Storyboards
and Scenarios
Speedboat
Product Box
Buy a feature

Lab Studies

Learning Prototype
Life-Size Prototype
Wizard of Oz

direct contact

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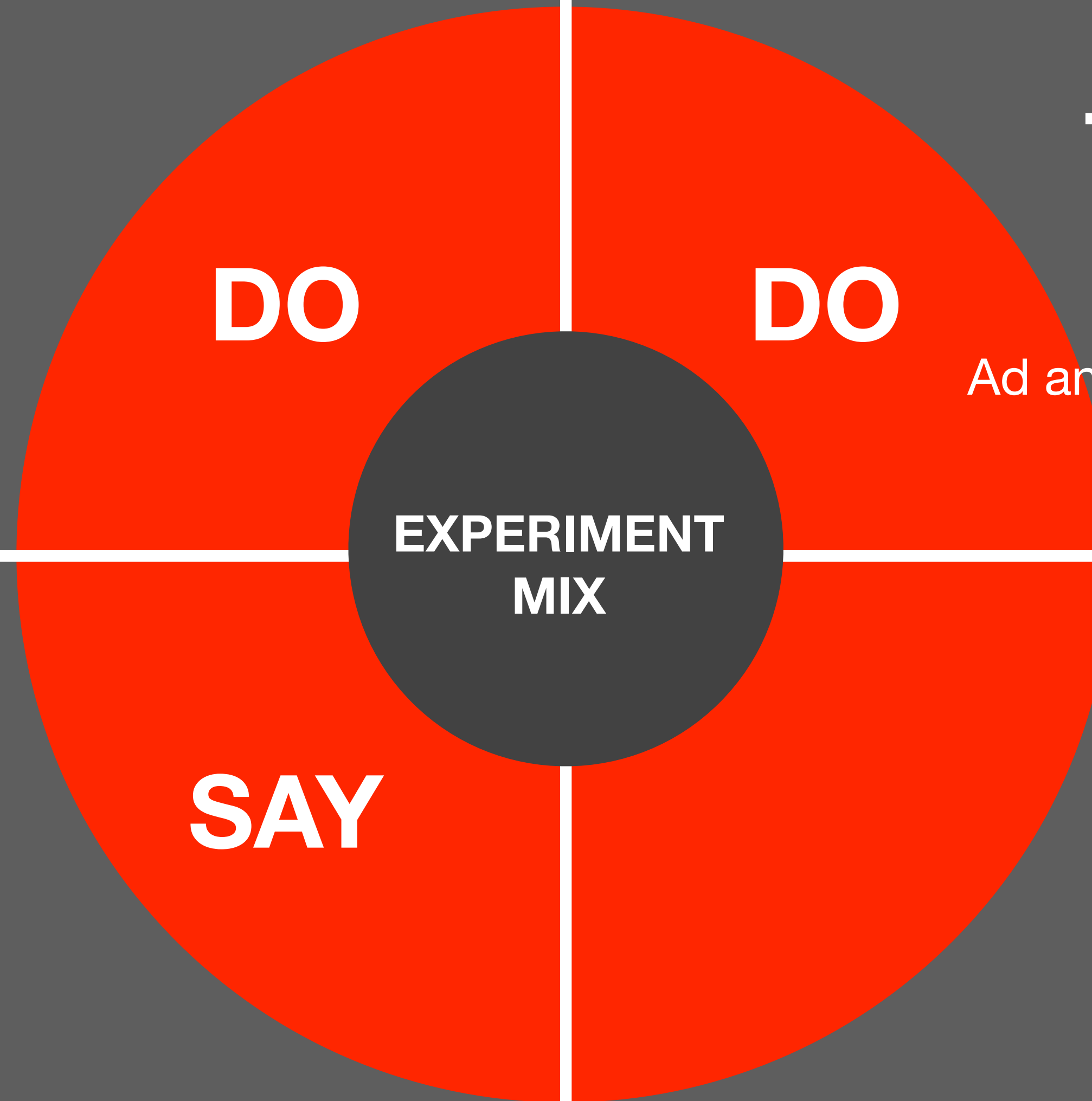
Mock Sales
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Crowdfunding

Tracking Actions

Ad and Link tracking
Landing page
Split testing

Participatory Design

Illustrations, Storyboards
and Scenarios
Speedboat
Product Box
Buy a feature





minimal.
— STUDIO —

In Collaboration With



The Flavour Flow Project:

*The Nation's First Launch of the
Scent Space Design -
Unfolding the Flavour Flow System*

Image Credit: iGTC (2023)

The Nation's First Launch of the Scent Space Design

Unfolding the Flavour Flow System

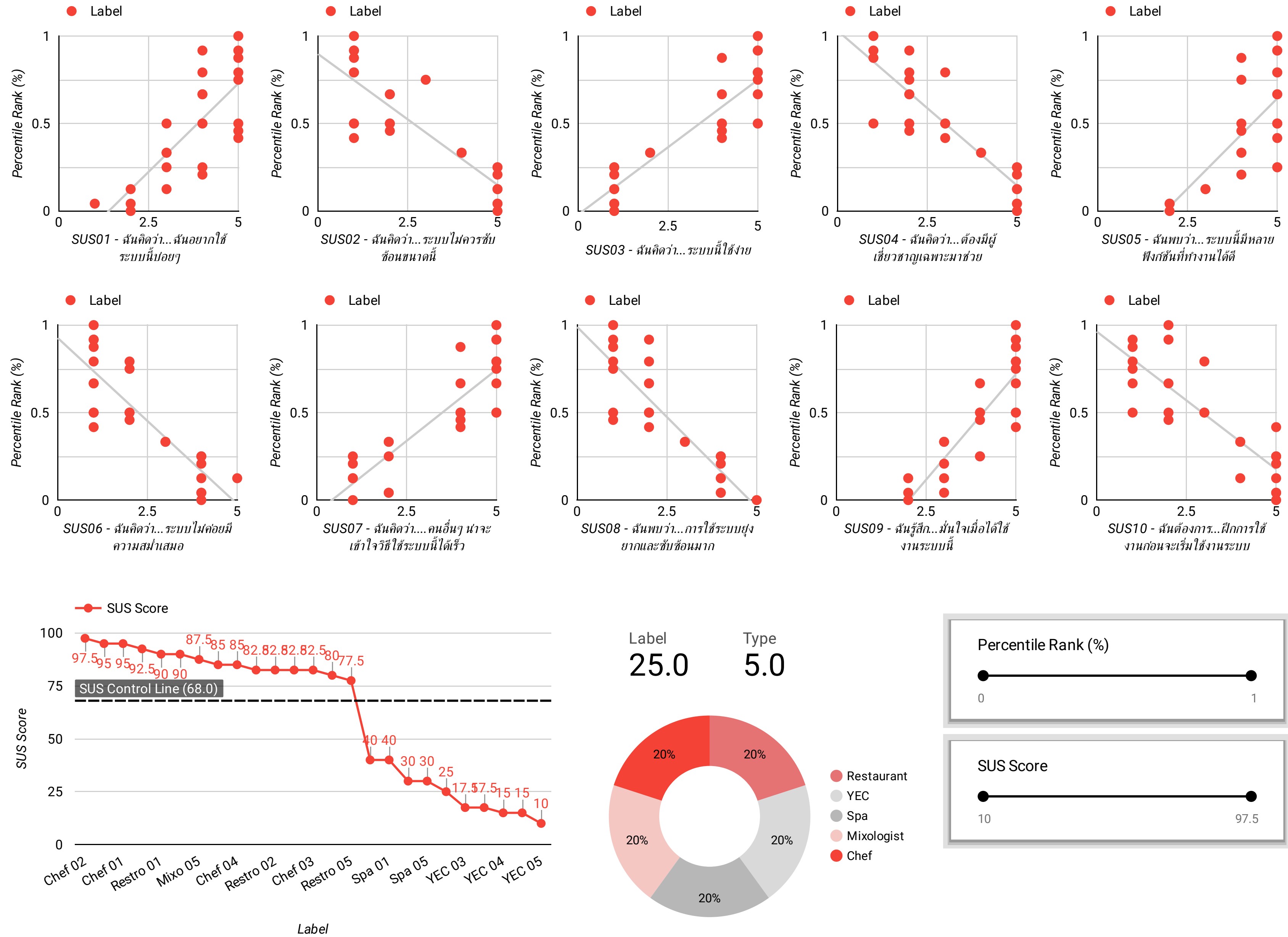


Image Credit: iGTC (2023)

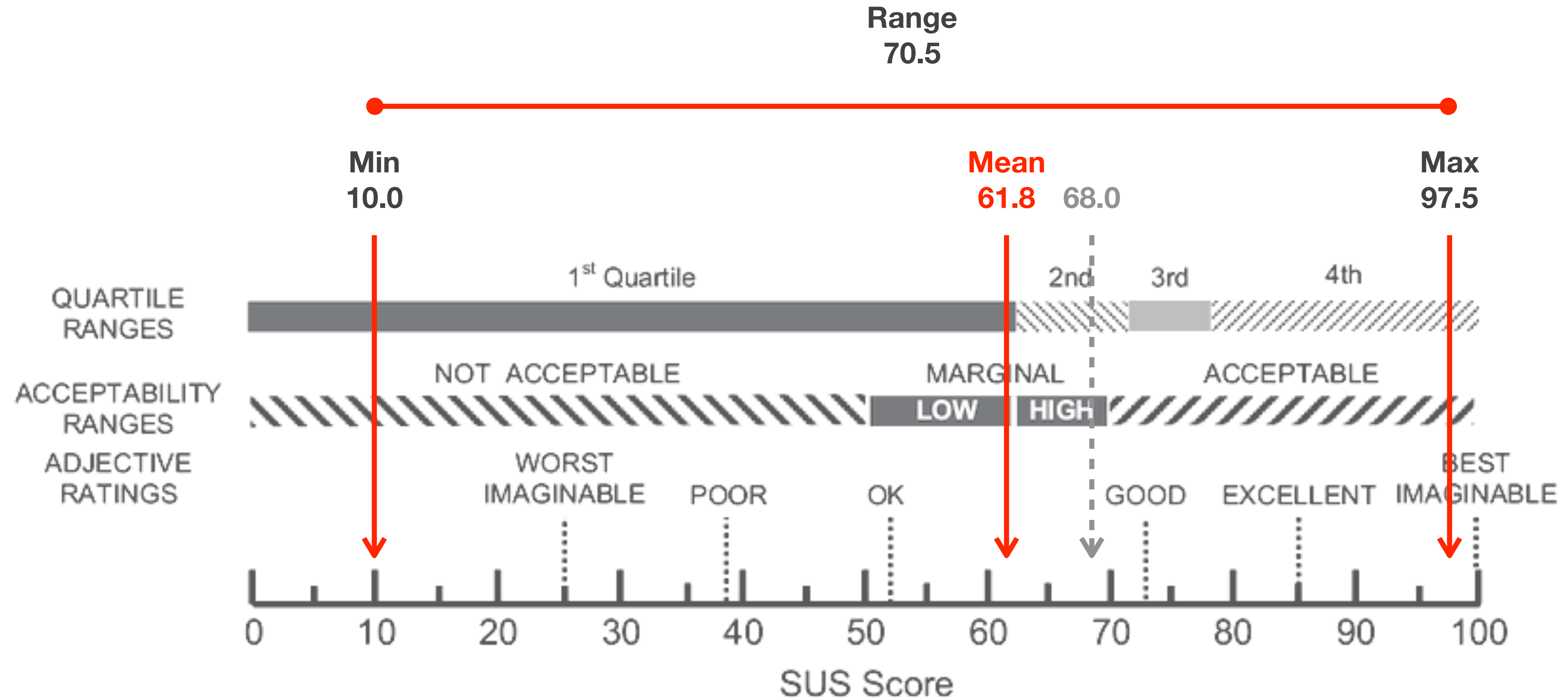
#TheSenseStory

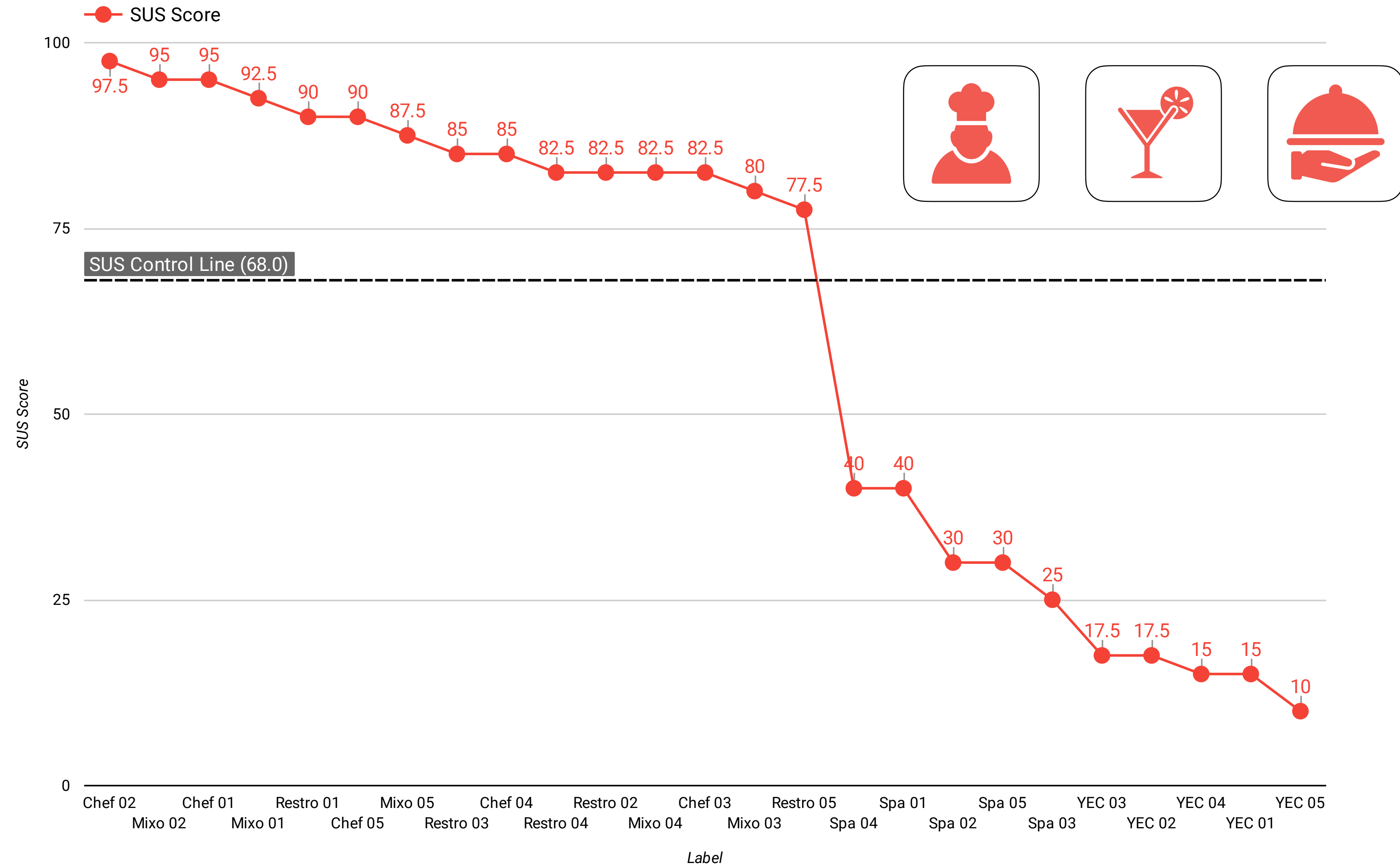
System Usability Scale

SUS DEMO

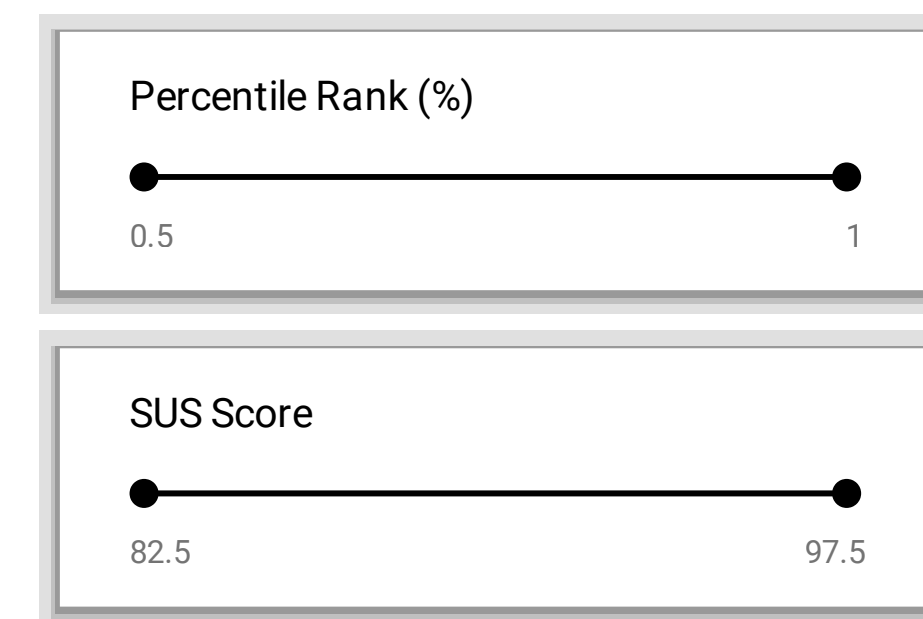
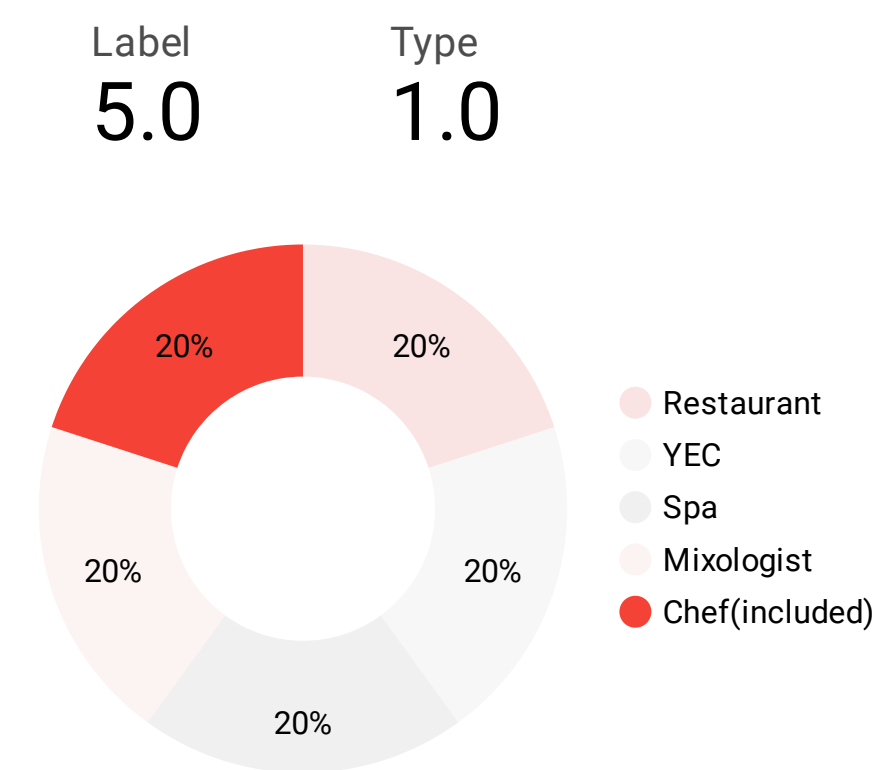
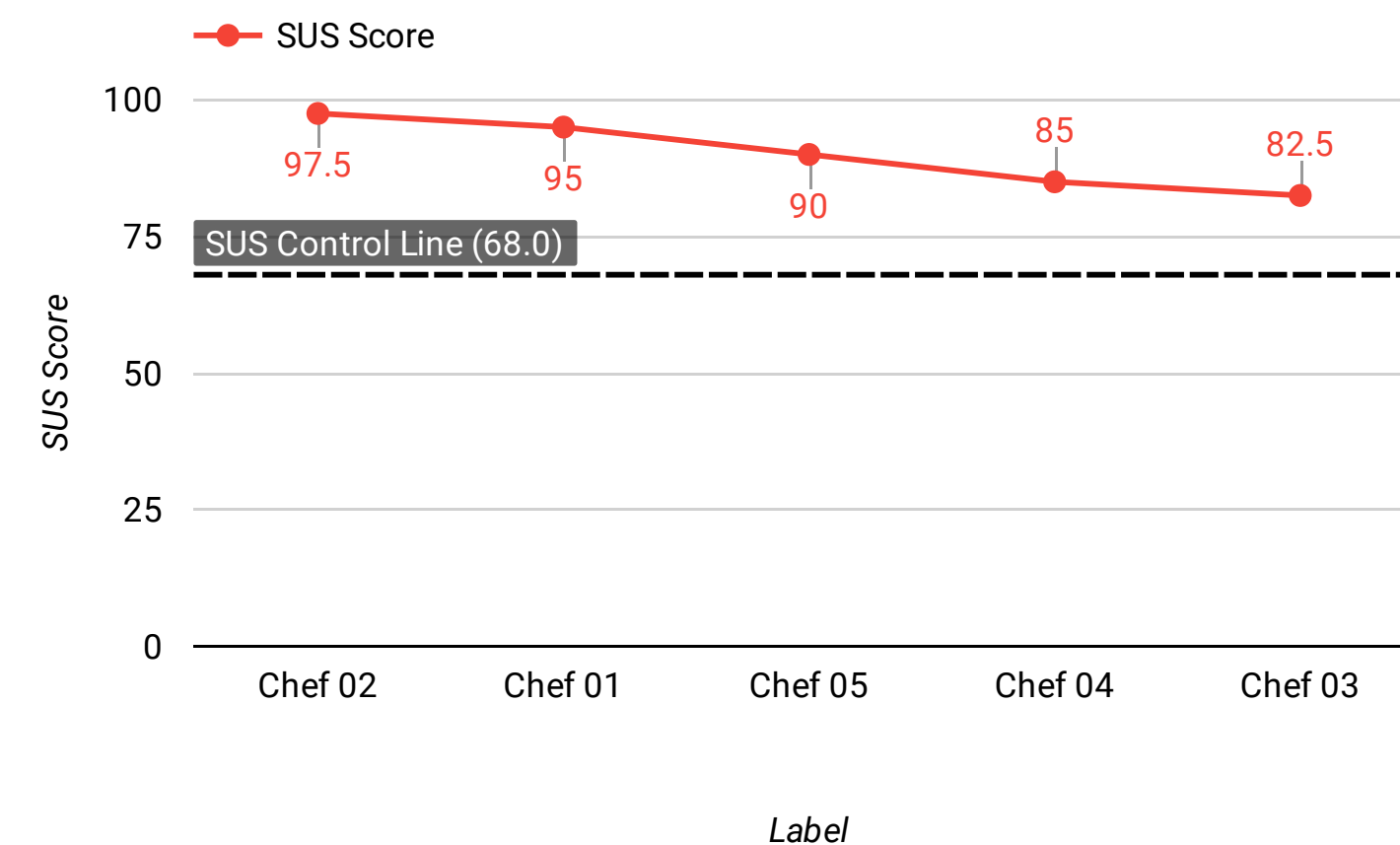
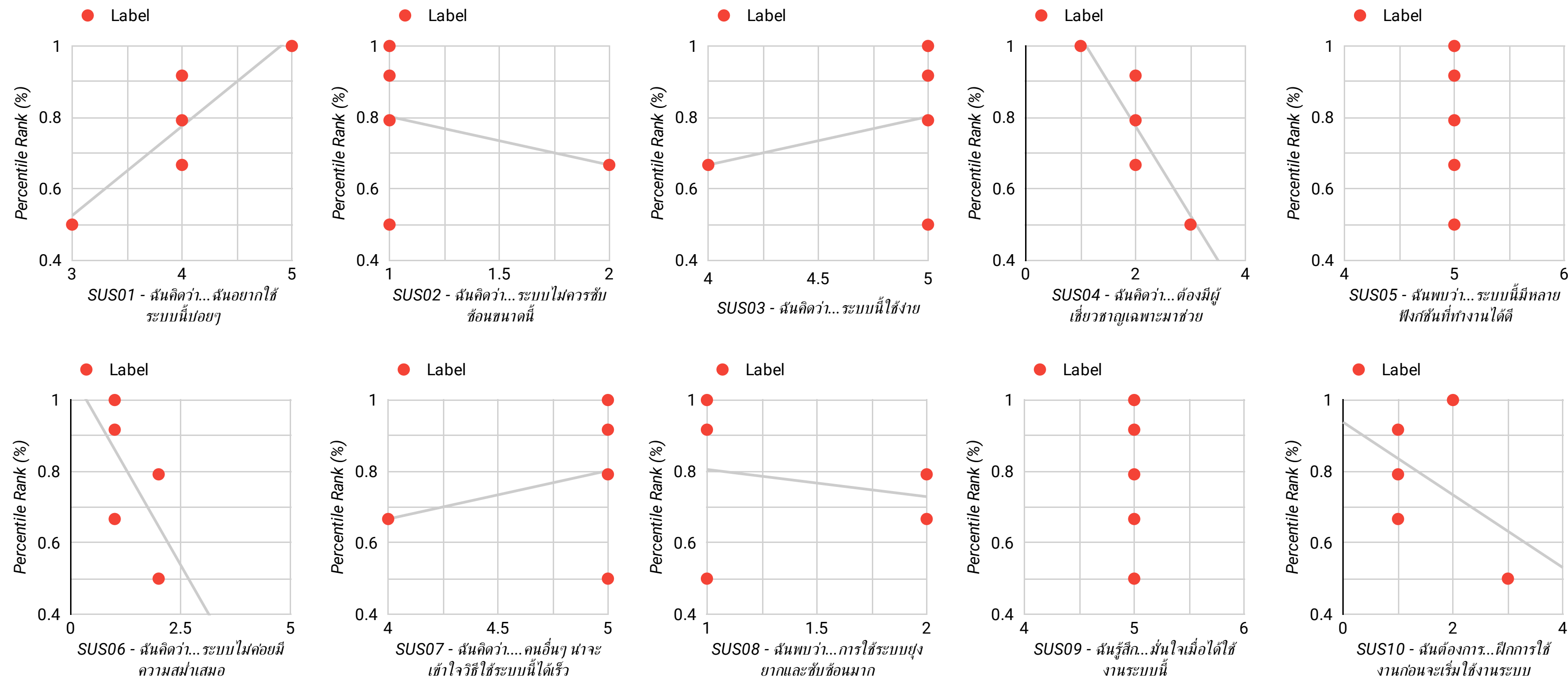


System Usability Scale - SUS

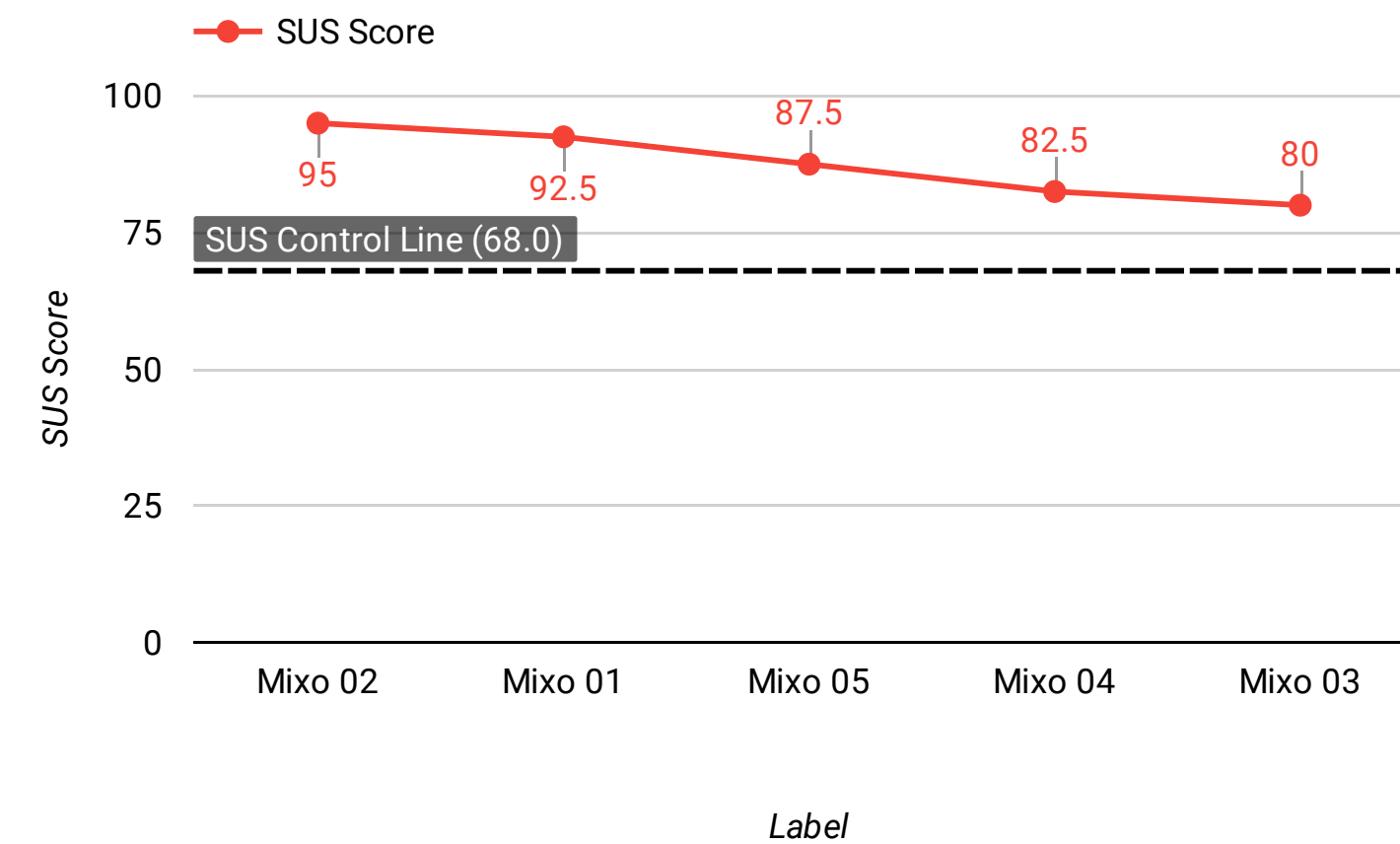
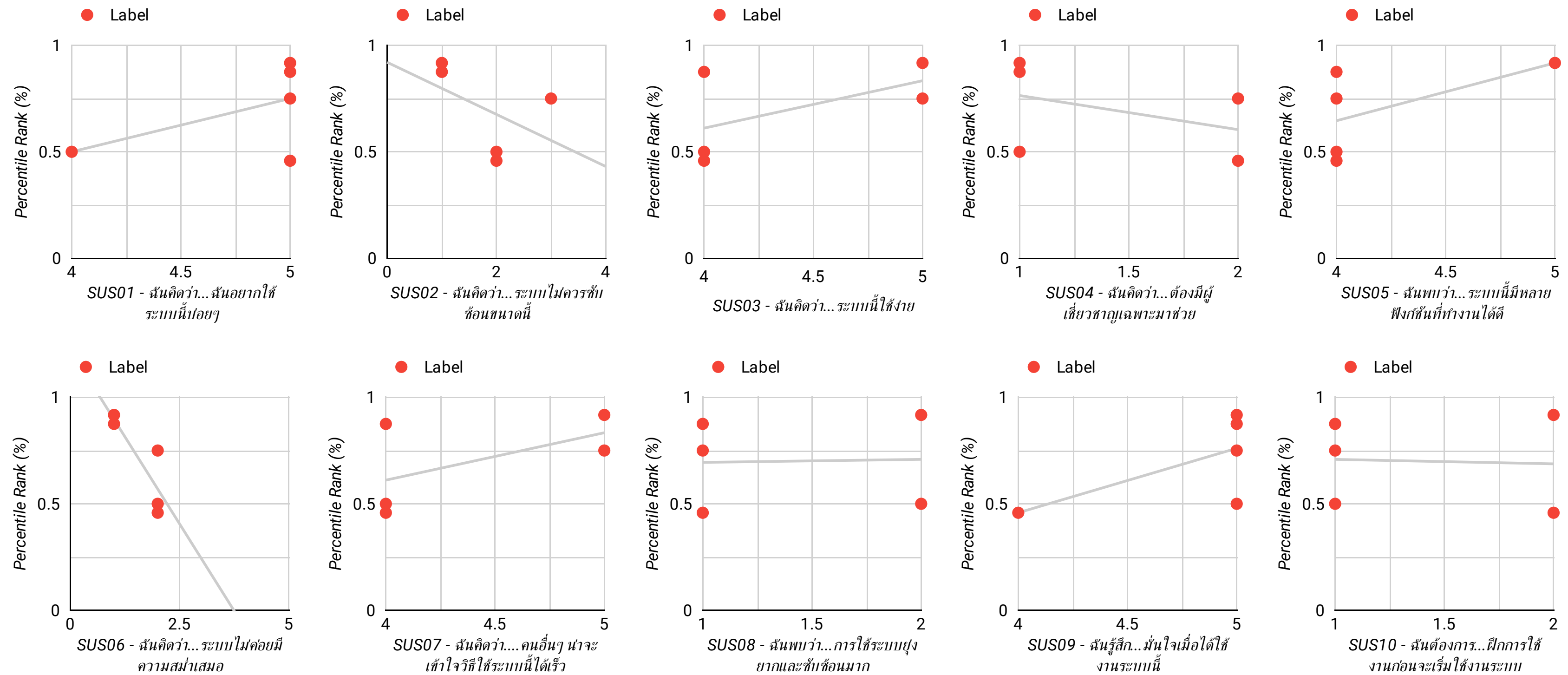




FEEDBACK

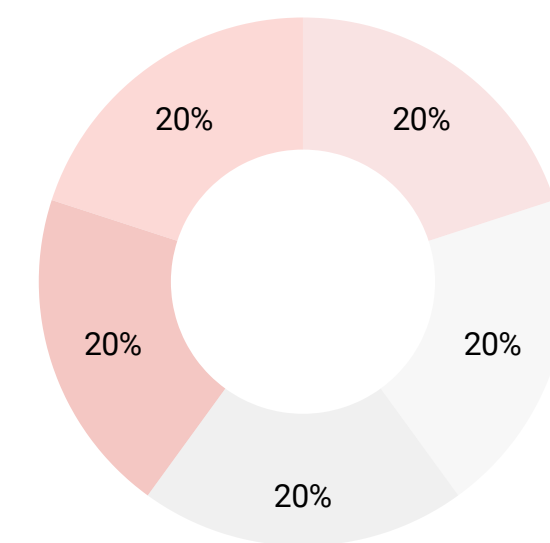


MIXO

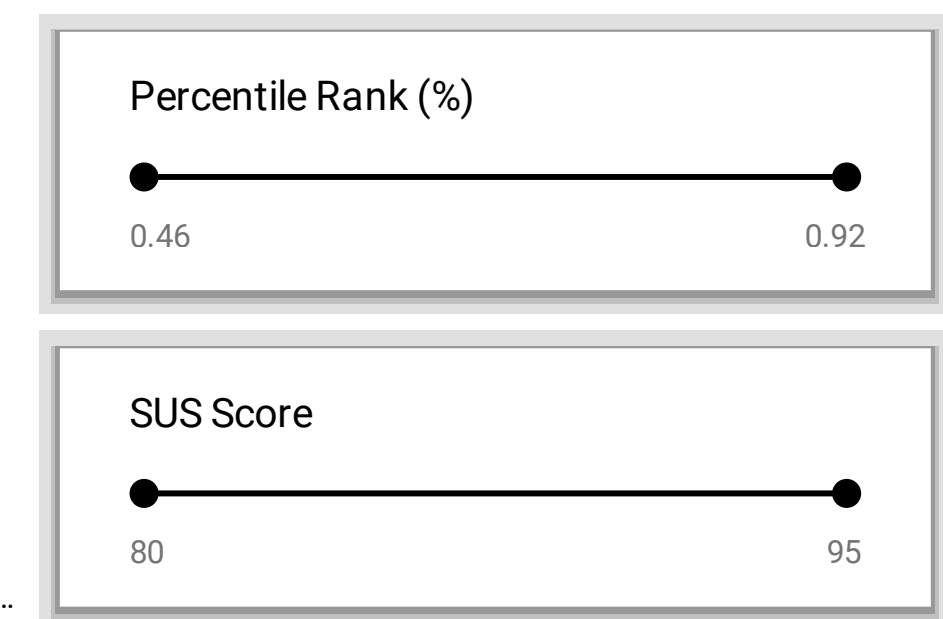


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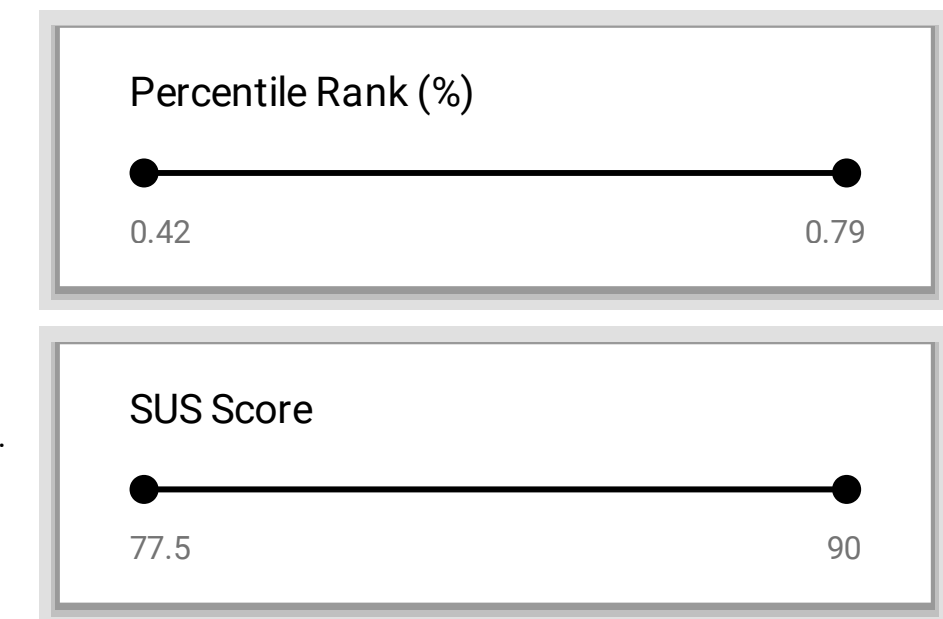
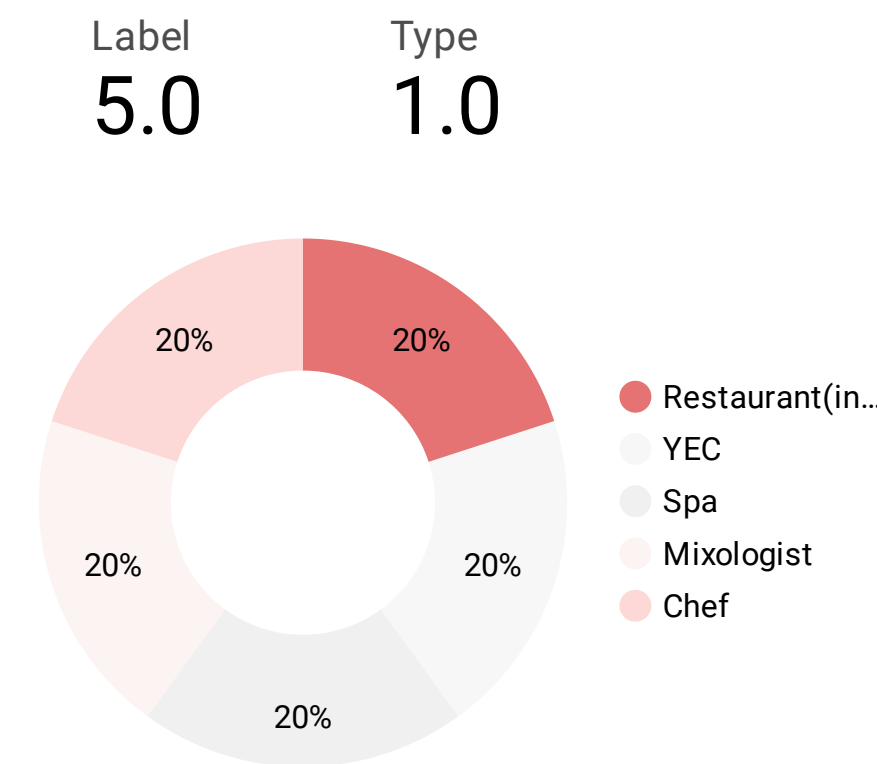
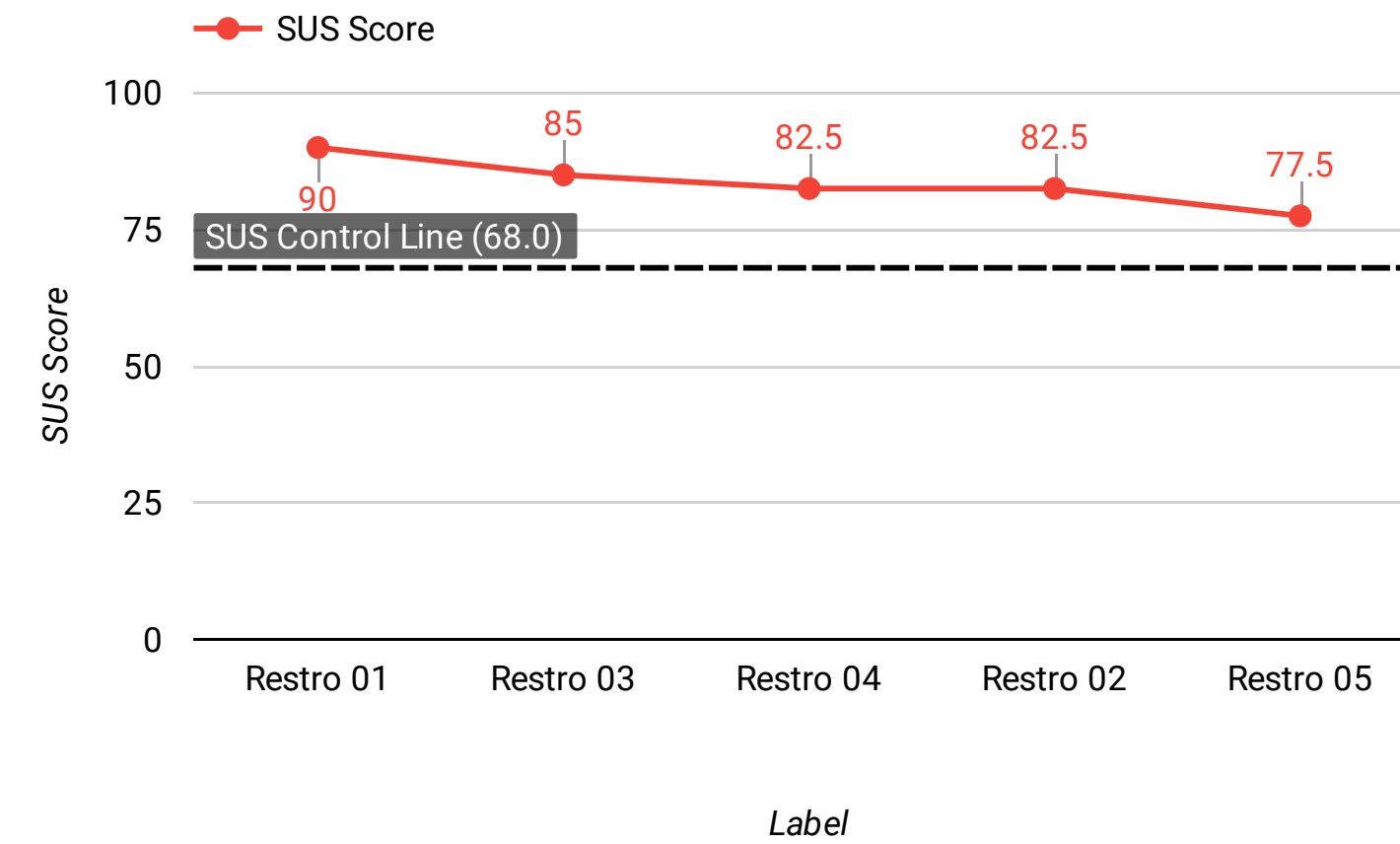
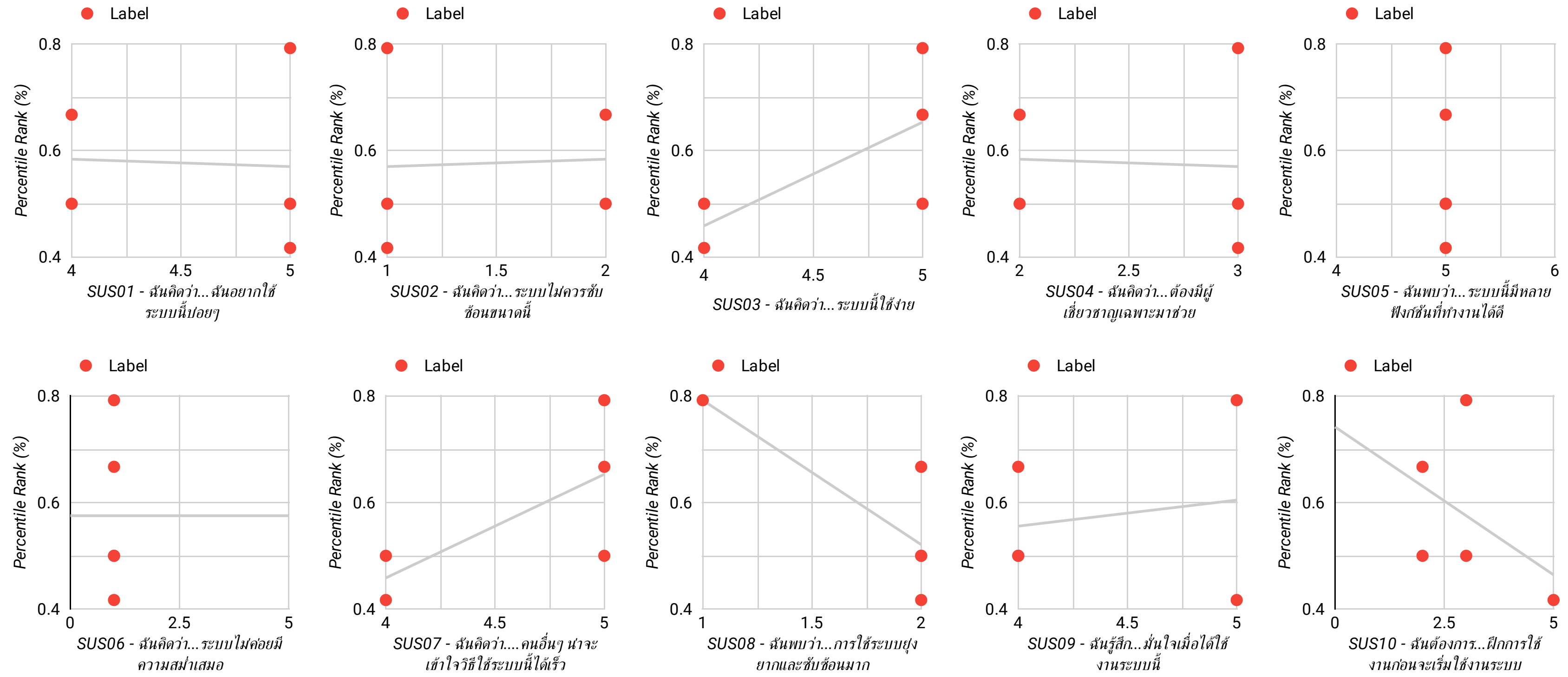
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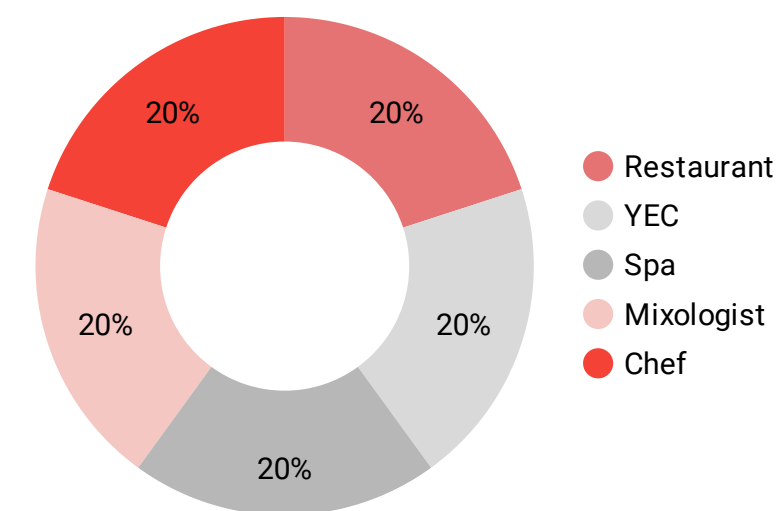
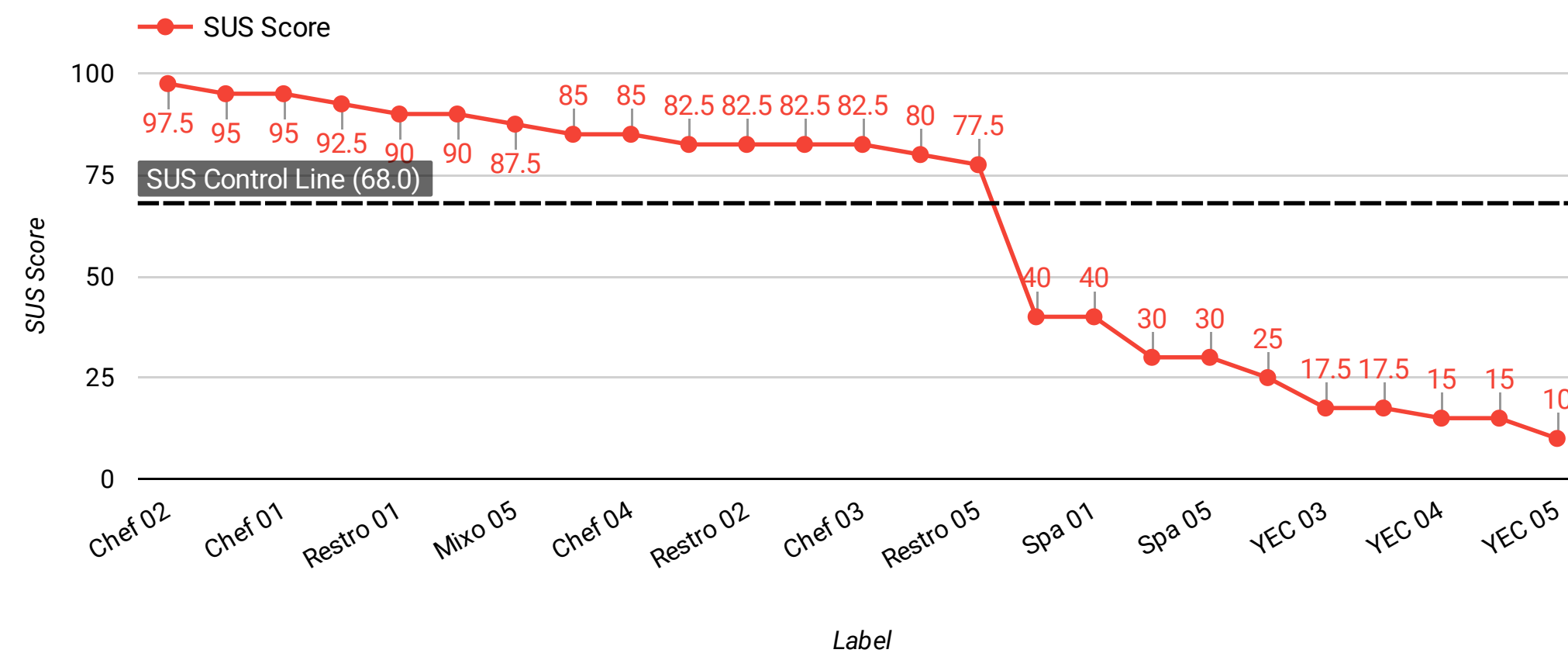
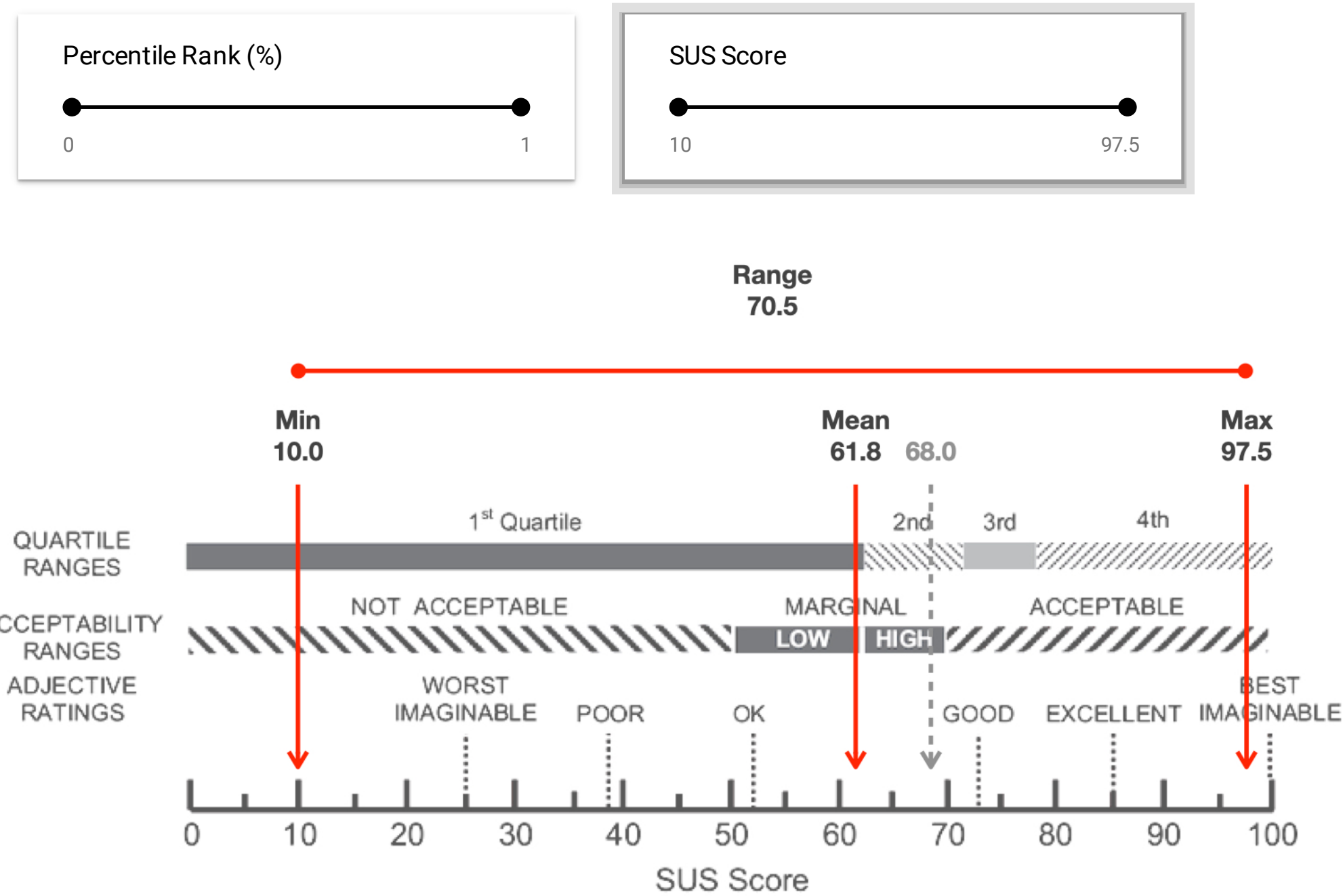
Restaurant
YEC
Spa
Mixologist(inc...
Chef



RESTRO



SUS DEMO



Looker

DOWNLOAD

SUS+
POSITIVE

SUS01 - ฉันคิดว่า...ฉันอยากใช้ระบบนี้บ่อยๆ

Enter a value

SUS03 - ฉันคิดว่า...ระบบนี้ใช้ง่าย

Enter a value

SUS05 - ฉันพบว่า...ระบบนี้มีหลายฟังก์ชันที่ทำงานได้ดี

Enter a value

SUS07 - ฉันคิดว่า...คนอื่น ๆ น่าจะเข้าใจวิธีใช้ระบบนี้ได้เร็ว

Enter a value

SUS09 - ฉันรู้สึก...มั่นใจเมื่อได้ใช้งานระบบนี้

Enter a value



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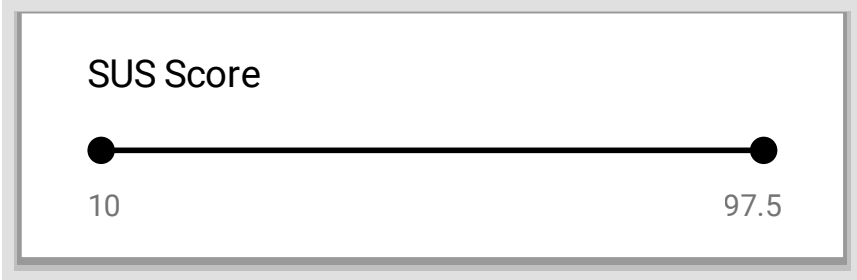
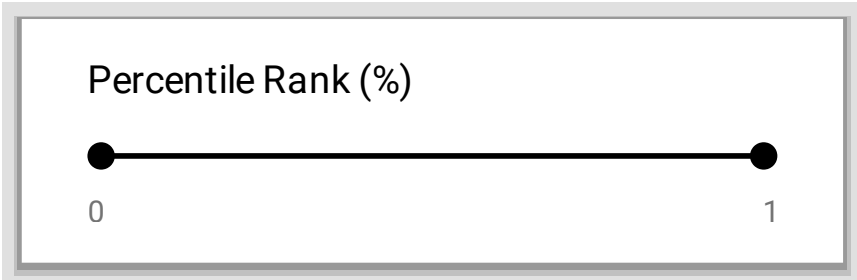
www.mjuigtc.com

#iGTCCoLAB

SUS DEMO

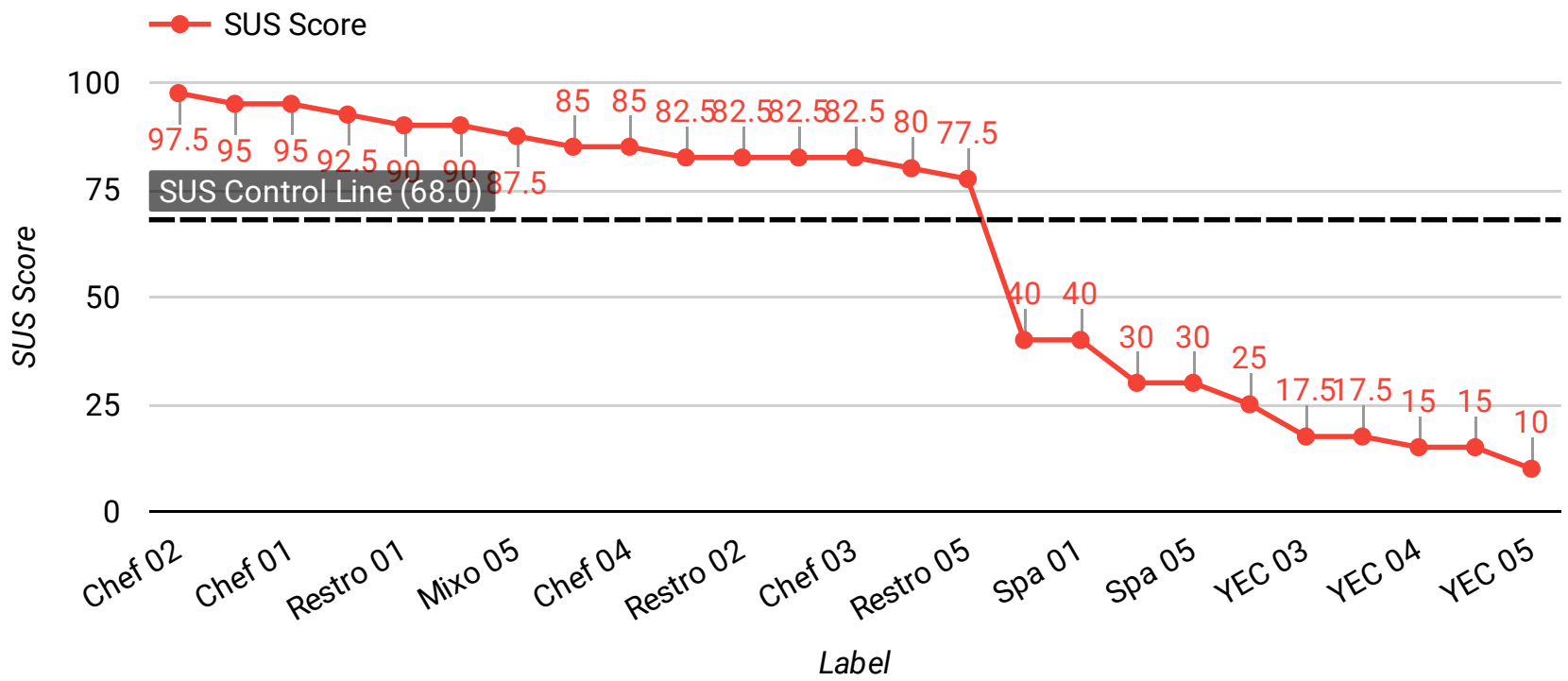
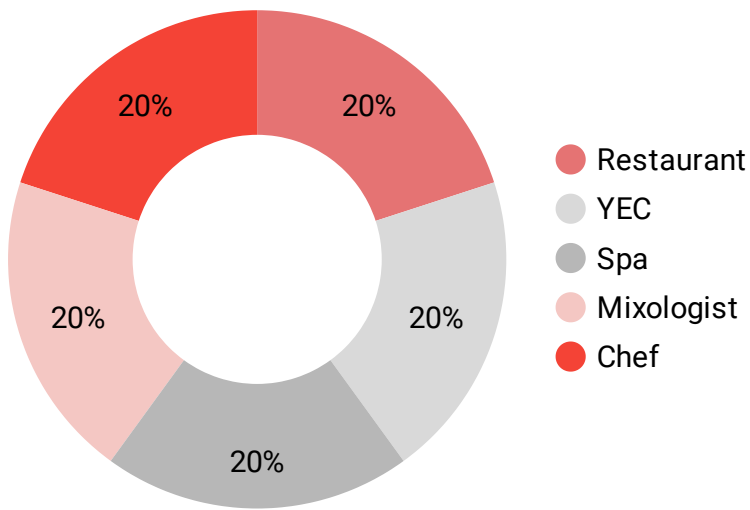
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2.	Mixo 02	95.00	0.92
3.	Chef 01	95.00	0.92
4.	Mixo 01	92.50	0.88
5.	Restro 01	90.00	0.79
6.	Chef 05	90.00	0.79
7.	Mixo 05	87.50	0.75
8.	Restro 03	85.00	0.67
9.	Chef 04	85.00	0.67
10.	Restro 04	82.50	0.50
11.	Restro 02	82.50	0.50
12.	Mixo 04	82.50	0.50
13.	Chef 03	82.50	0.50
14.	Mixo 03	80.00	0.46
15.	Restro 05	77.50	0.42
16.	Spa 04	40.00	0.33
17.	Spa 01	40.00	0.33
18.	Spa 02	30.00	0.25
19.	Spa 05	30.00	0.25
20.	Spa 03	25.00	0.21
21.	YEC 03	17.50	0.13
22.	YEC 02	17.50	0.13
23.	YEC 04	15.00	0.04
24.	YEC 01	15.00	0.04
25.	YEC 05	10.00	0.00

1 - 25 / 25 < >



Label
25.0

Type
5.0



Looker

DOWNLOAD

SUS -
NEGATIVE



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The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

TRACK

TEST

TRACE



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The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
HOW		WHAT	WHO	
Key Resources			Channels	
Cost Structure		Revenue Streams		
MONEY				



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