Analysis with Different Canvases

Task 4.1: The Customer Journey Canvas (CJC) for Service Development

Download the CJC from `http://thisisservicedesignthinking.com/` and print it in A0.

Then return to your BMC of drone-based breakfast serving. Since the value is a service for the mass market, design a *customer journey* for the drone-based breakfast serving with the CJC

1a) Think about all steps of the customer journey (middle block of CJC). Reorder them until you have got all customer touchpoints.

1b) As a second step, think how a customer could find your service (left side of CJC).

1c) As a third step, think about the best ways to market your service (right side of CJC).

1d) How many Expectations, Experiences, and Satisfaction/Dissatisfaction elements did you find?

Why is it very important to work out the CJC with sticky notes?

Task 4.2: Working out a Business-Model-You for the Care Problem of Your Parents

Your parents will be older in 10 years from now, clear. Will they already retire? Who will care for them, if they will be 65 and get ill?

- How many brothers and sisters do you have?
- How many uncles and aunts exist?
- How far away from your parents will you live?
- How rich is your family? Be aware, one month in a care centre costs about 2000-4000 Euro.

2a) Now, fill a BMY canvas for the problem.

2b) What did you learn by filling the BMY canvas?

Task 4.3: Working out a Business-Model-You for a Frequent Problem

This is a personal task - do not show the results to other people, except you trust them.

Many students feel being alone. They do not have a partner, and only a small network, because they live in another region of the country than the one in which they were born and raised.

- What can you do to find a stable partnership for your live?
- How can you find a person to marry and to have kids with?
- How can you find a reliable person to raise kids with and to get old with together?
- How can you find a partner to whom you can be really honest?

3a) Fill a BMY canvas for the problem. Who will help you finding a partner? Whom can you help? How would you like to interact with a helper, and also with the future partner? What are your key activities to find a partner? Which key activities would your ideal partner expect from you? How does a future partner know from you? What will you give to your future partner?

3b) What did you learn by filling the BMY canvas?

Task 4.4: Working out a SPIN(tm) Canvas for the iPad

Fill a SPIN Canvas for a the iPad.

4a) Fill every field of the SPIN Canvas with questions first, and then, answer them. Which implication questions will reveal the hidden need of the customers?

4b) Which need-payoff questions will reveal how a gain can resolve the pain? 4c) How can you beat a value objection about the iPad?

4d) How can you beat a capability objection?

4e) Now, you plan Cold Calls with the SPIN Canvas. Think about a *call plan* for a cold call about selling an iPod of 500 Euro. How will your SPIN canvas change?