

# Framework: Design for Ventures

Phase	Strategic Foresight & Visioning	Customer Ecosystem Study	Value Proposition Design	Business Model Design	Value Offering Design	
					Service Design	Digital Products & Platforms Design
Objective	<ul style="list-style-type: none"><li>Developing vision and mission in order to serve as a guiding light for the startup.</li></ul>	<ul style="list-style-type: none"><li>Identifying Customer Segments</li><li>Customer needs &amp; motivations</li></ul>	<ul style="list-style-type: none"><li>Crafting unique Value Propositions by converting customer needs, pains &amp; gains into value offerings for every customer segment.</li></ul>	<ul style="list-style-type: none"><li>Discovering uncontested market spaces and designing a viable business model to capture and lead it.</li><li>Powering new growth engines.</li></ul>	<ul style="list-style-type: none"><li>End to end value chain study &amp; design to synchronize front of house, back of house &amp; support functions for amazing customer experience.</li></ul>	<ul style="list-style-type: none"><li>Designing products &amp; platforms that offer memorable experiences and are thoroughly tested and validated by the end user.</li></ul>
Activities	<ul style="list-style-type: none"><li>Defining Vision &amp; Mission</li><li>Trend Mapping &amp; evaluation using Trend Impact Matrix</li><li>Developing future scenarios using Back Casting</li></ul>	<ul style="list-style-type: none"><li>Customer Segment identification</li><li>In-depth contextual interviews</li><li>Observational studies</li></ul>	<ul style="list-style-type: none"><li>Ideation sessions for creating:<ul style="list-style-type: none"><li>Pain Relievers</li><li>Gain Enhancers</li><li>Value Offering features</li></ul></li></ul>	<ul style="list-style-type: none"><li>Competitive Analysis</li><li>Business Model Design</li><li>Testing &amp; Validation</li></ul>	<ul style="list-style-type: none"><li>Customer Journey/ Process Mapping</li><li>Service Blueprinting of As-Is scenario</li><li>Identification of Problematic &amp; opportunity areas</li><li>Design of Ideal Service Blueprint</li></ul>	<ul style="list-style-type: none"><li>Low-Mid-High Fidelity Prototyping</li><li>MVP testing &amp; validation</li><li>Product/platform iteration</li><li>Guidelines for development</li></ul>
	<ul style="list-style-type: none"><li>Vision &amp; Mission Statement</li><li>Strategic Roadmap</li></ul>	<ul style="list-style-type: none"><li>Personas</li><li>Stakeholder Map</li><li>Key Jobs to be Done for each customer segment</li><li>Customer pain points</li><li>Potential gains for the customer</li></ul>	<ul style="list-style-type: none"><li>Value Proposition for each customer segment.</li></ul>	<ul style="list-style-type: none"><li>Comprehensive Business Model that has been tested and validated.</li><li>Implementation Roadmap</li></ul>	<ul style="list-style-type: none"><li>Customer Journey Map/ Process Map</li><li>Ideal Service Blueprint</li></ul>	<ul style="list-style-type: none"><li>High fidelity click-able prototype</li></ul>
Time*	2 Days	5 Days	1 Day	2 Days (excluding testing)	20 Days	20 Days

\* the actual amount of time involved would vary on project requirements.