

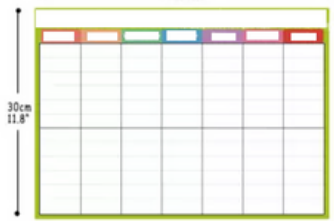
Service/Society/Process

Instructions:
Marginalize the value component

Value Identification

Challenge	Level 1	Level 2	Level 3
Product			
Service			
Society			
Process			

Tools Required:
Gamification Tool: Charts/ Coloured Sticky notes



Graffitti Wall:

Against Competitor	Value	Impact	Cost
Product			
Process			
Service			
Society			

● High ● Medium ● Low

Bull's Eye Diagramming, Luma Institute, 2012

Reflections: