BUSINESS MODEL
CANVAS (FILM/FILTER)
Insert film to capture a new business model; or existing one as a filter

INSERT HERE

**IDEAS,
OBSERVATIONS & INSIGHT**
(BIG PICTURE/DATA/NOISE)
Voice of the customer; from formal study and research; noise from the whitespaces

CUSTOMER NEEDS (SIGNAL)
Urgent; unclear; uncertain unfulfilled; under-served; unplanned; under-financed; or UNCONTESTED!

Ideas in flight

DESIGN IN HIGH-DEF
Instructions or code on the 32 discrete elements of the service ("mega-pixels"); encoded in with the business model and strategy.

NEW OR IMPROVED SERVICE OFFERING

PRODUCT DEVELOPMENT CYCLE
The design code can be fed into the input cycle of product development frameworks such as Agile Scrum or DevOps. If the product being developed is software-as-a-service, O-P/E=N can dramatically improve the velocity and output.

Source code for design in the native language of services