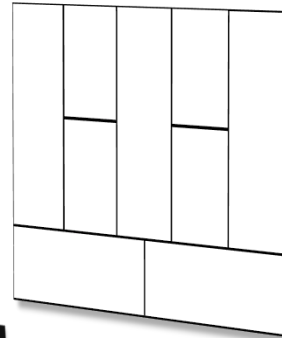
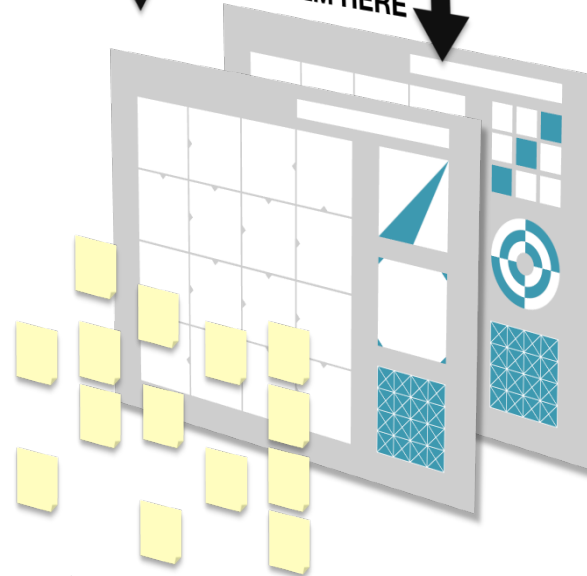


BUSINESS MODEL (CANVAS)
 Insert like a blank film to capture a new business model; or using an existing one like a mask or filter

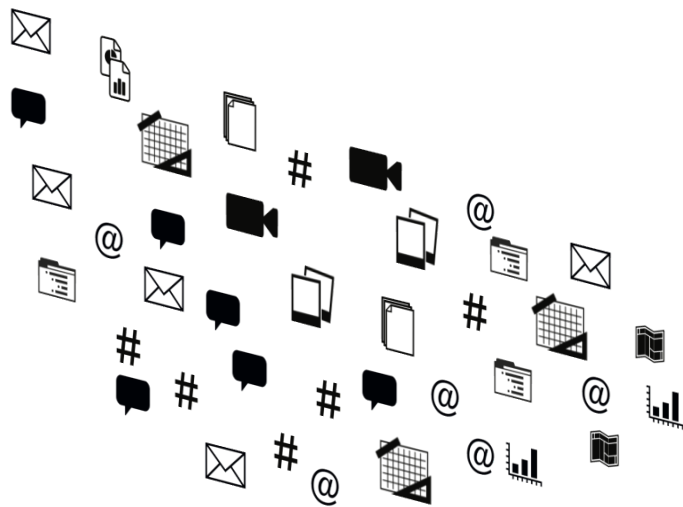


INSERT FILM HERE



HIGH-DEF ENCODING
 Detailed instructions ("design code") on 32 discrete elements of the service ("mega-pixels"); encoded in with the business model and strategy.

HIGH-RES CAPTURE
 Design of the service captured in "high-resolution" on the design#code canvases which act like design signal processors;



IDEAS, OBSERVATIONS & INSIGHT ON UNFULFILLED CUSTOMER NEEDS
 Urgent; unclear; uncertain; under-served; unplanned; unusual; under-financed ...



BACKLOG TO RELEASE; NEW OR IMPROVED SERVICE
 Which could mean customers get superior outcomes and experiences at a lower cost

PRODUCT DEVELOPMENT
 The design played back within product development frameworks such as Agile Scrum or DevOps.

Design Signal Processing™