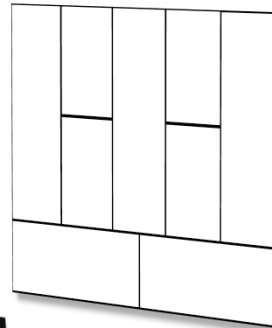
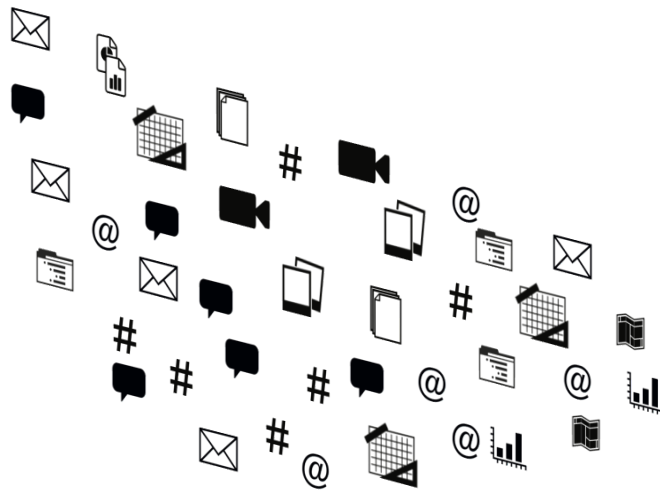


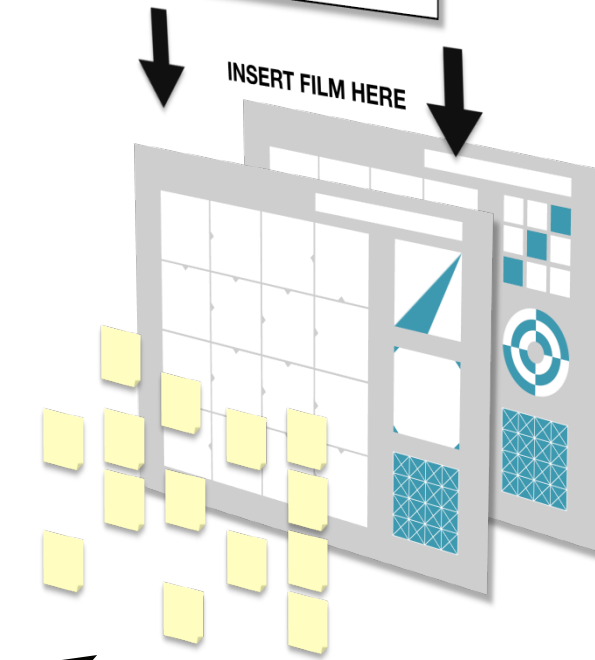
BUSINESS MODEL (CANVAS)
Insert like a blank film to capture a new business model; or using an existing one like a mask or filter



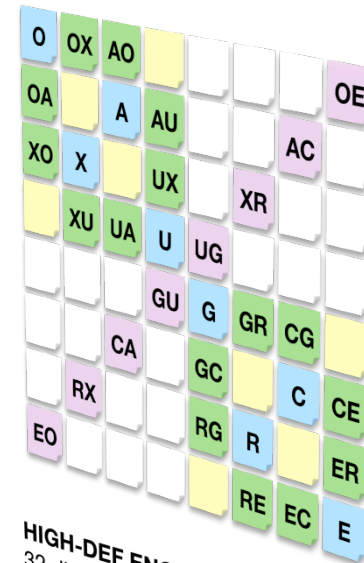
INSERT FILM HERE



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



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



HIGH-DEF ENCODING
32 discrete elements or "megapixels" provide a rich and complete definition of the design for teams to plan and execute on; also encoded are the business model and strategy.



RELEASE OF A NEW OR IMPROVED SERVICE
Better-than-expected outcomes and experiences at much lower total cost of utilization (TCU)

AGILE PRODUCT DEVELOPMENT
The design is represented as coded instructions for product development frameworks such as Agile Scrum or DevOps; design as code in the native language of services

Design Signal Processing™