



**BUSINESS VALUE
NOT SYSTEM
REQUIREMENTS**

Understanding the Business

- Developers & Stakeholders need a shared understanding of the project's purpose
 - *easier when they collaborate continuously*
- Focus on value to be delivered
 - *not just the requirements*
- Enables better decisions, designs and suggestions
 - *developers are part of the value chain*
 - not just serving it

Business Model Canvas

- Alexander Osterwalder
- Yves Pigneur

You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the...

Business Model Generation

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY
Alan Smith, The Movement

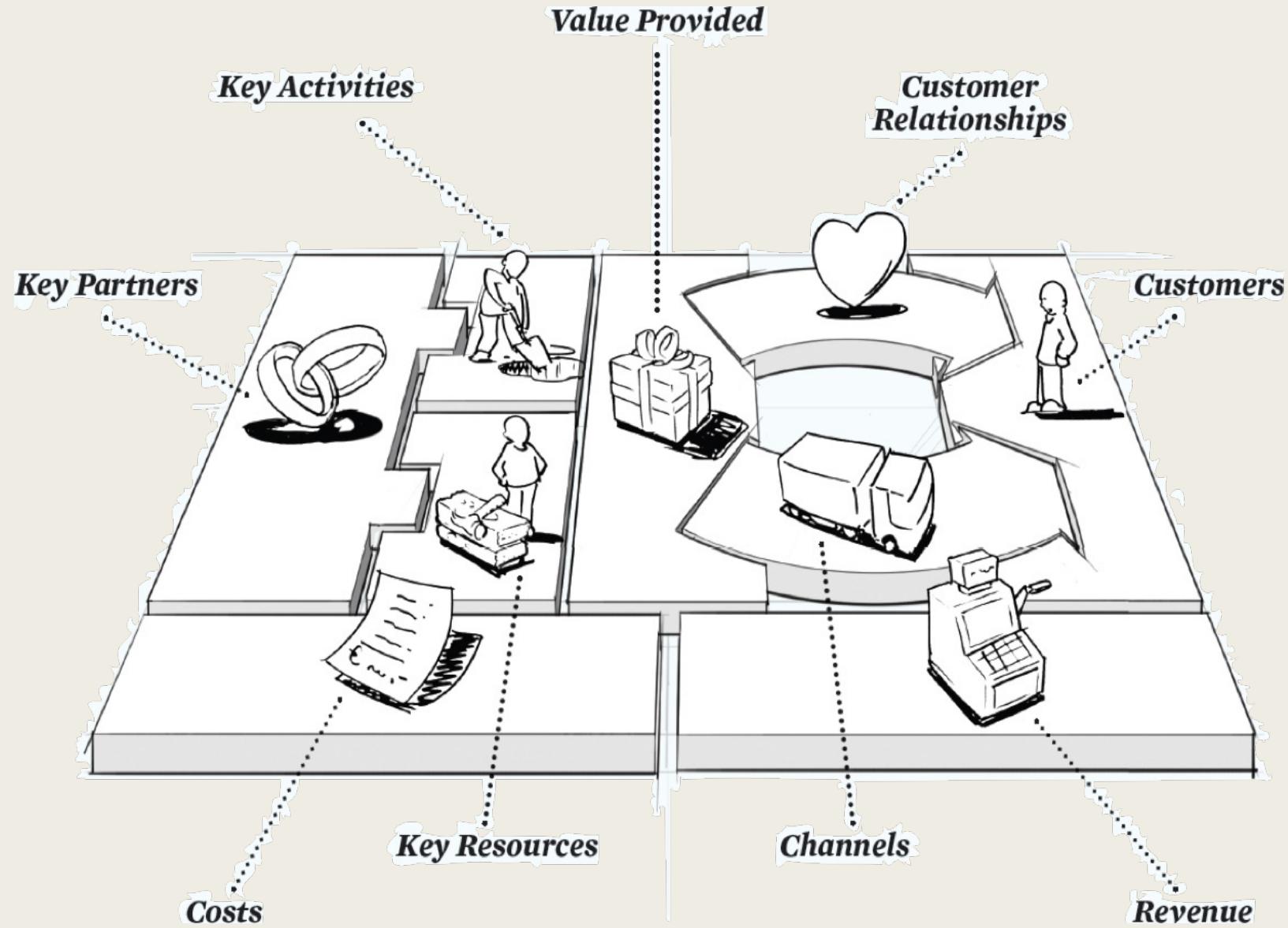


Business Model

Describes the rationale of how an organisation creates, delivers, and captures value

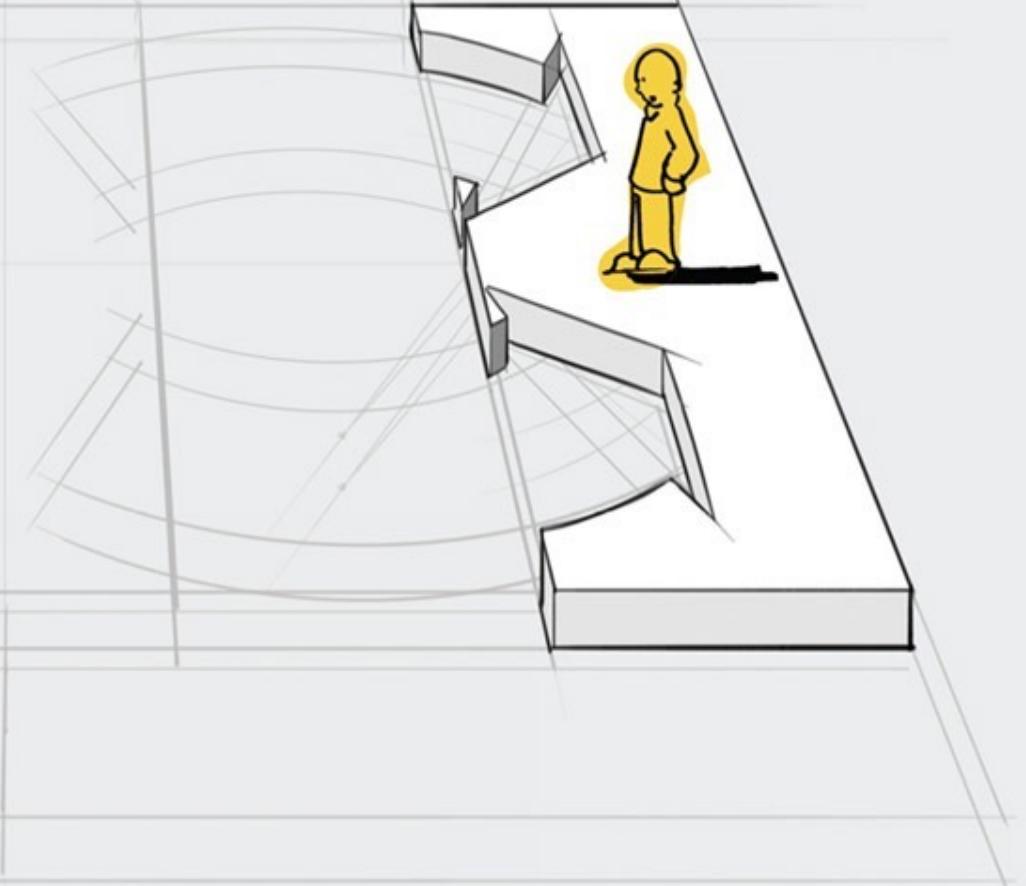
How can you
describe your
Business Model?

Canvas



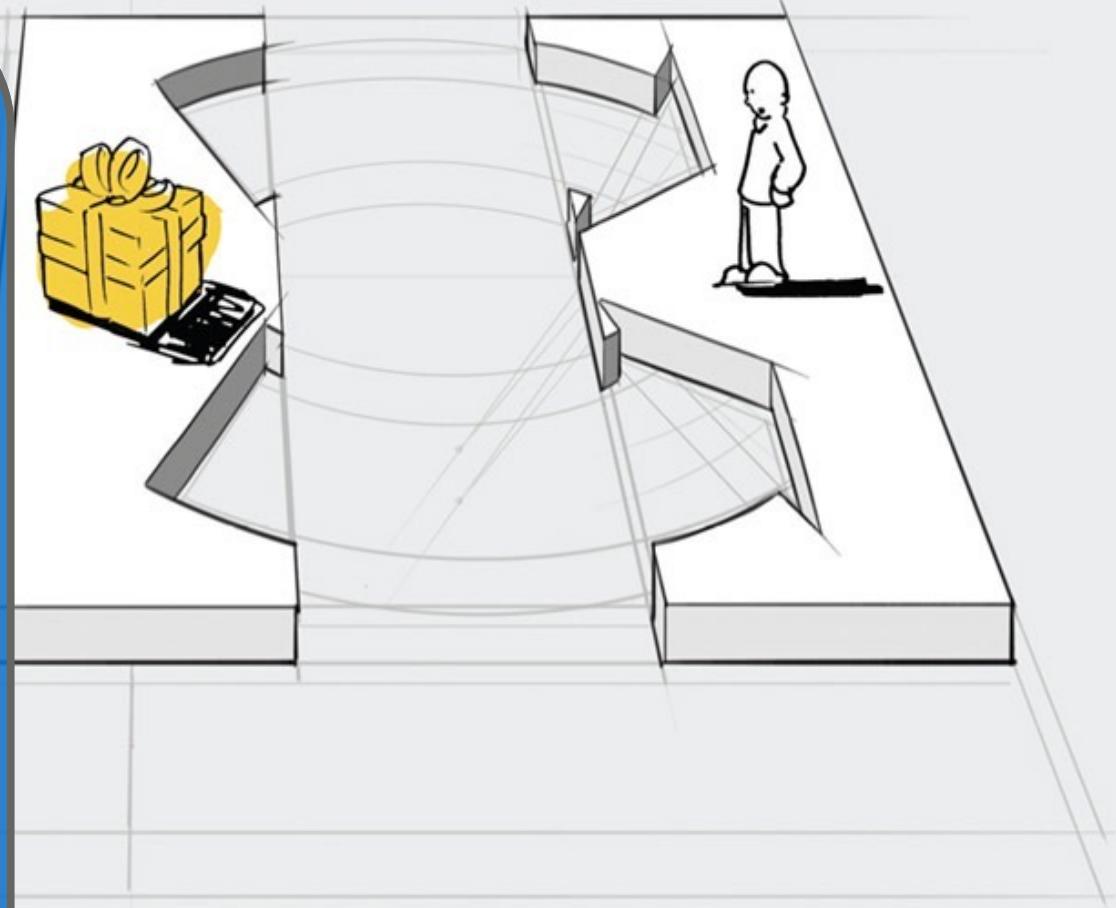
Customers

- Personas
- Who's Impacted
- Stakeholders



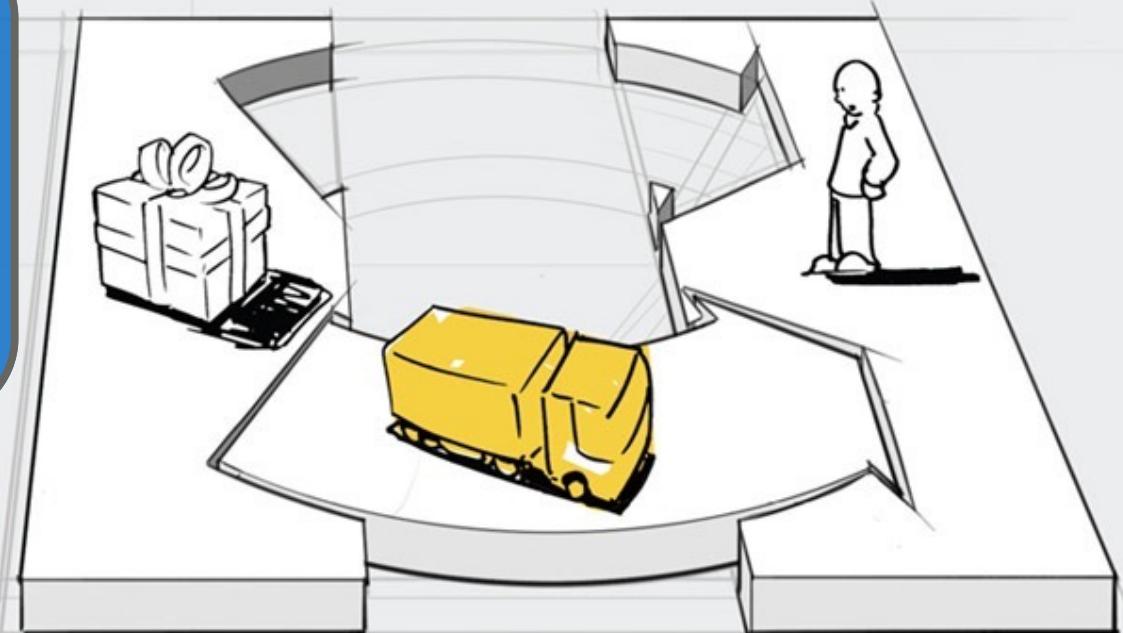
Value Proposition

- Use Cases
- Specification by Example
- Customer Savings / Revenue
- Improvements
- Experience Improvements



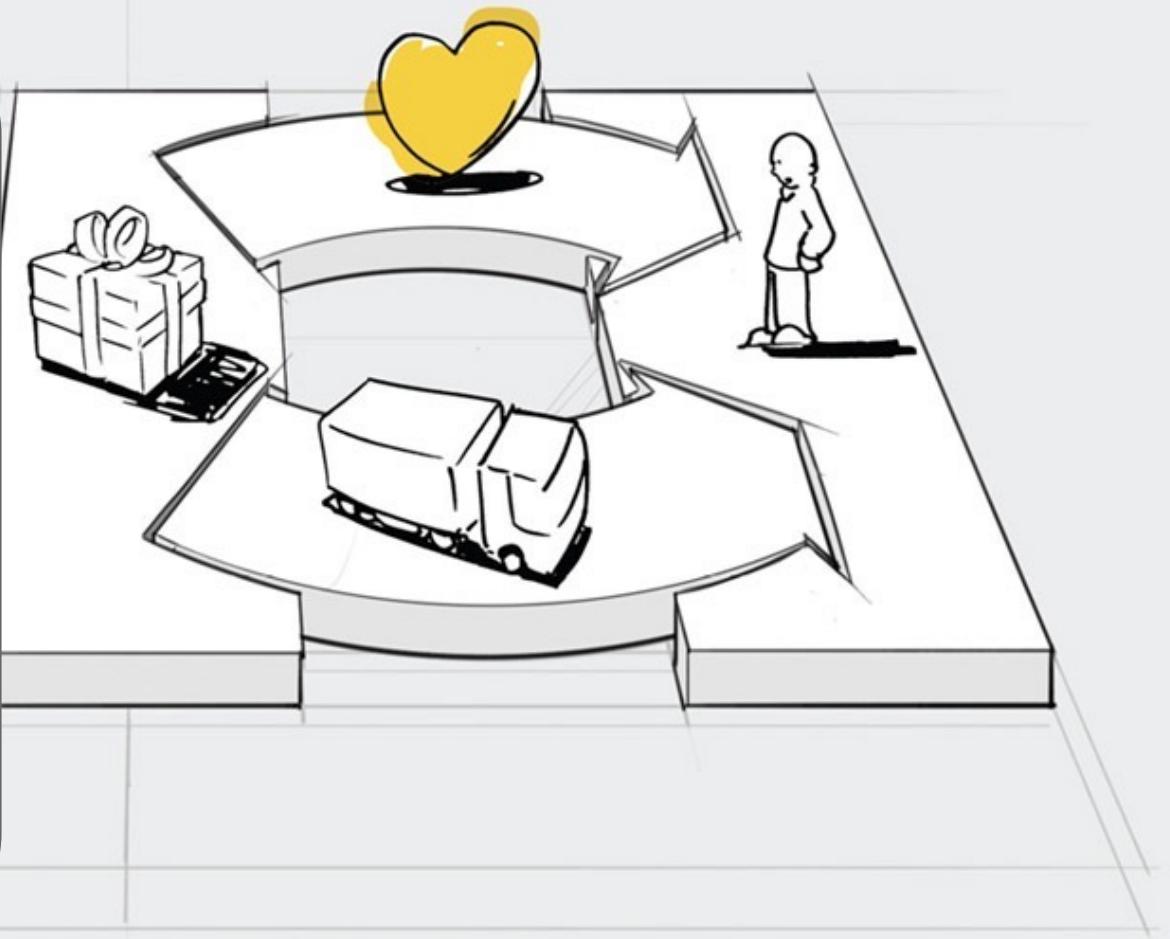
Channels

- Systems
- Methods
- Related Features



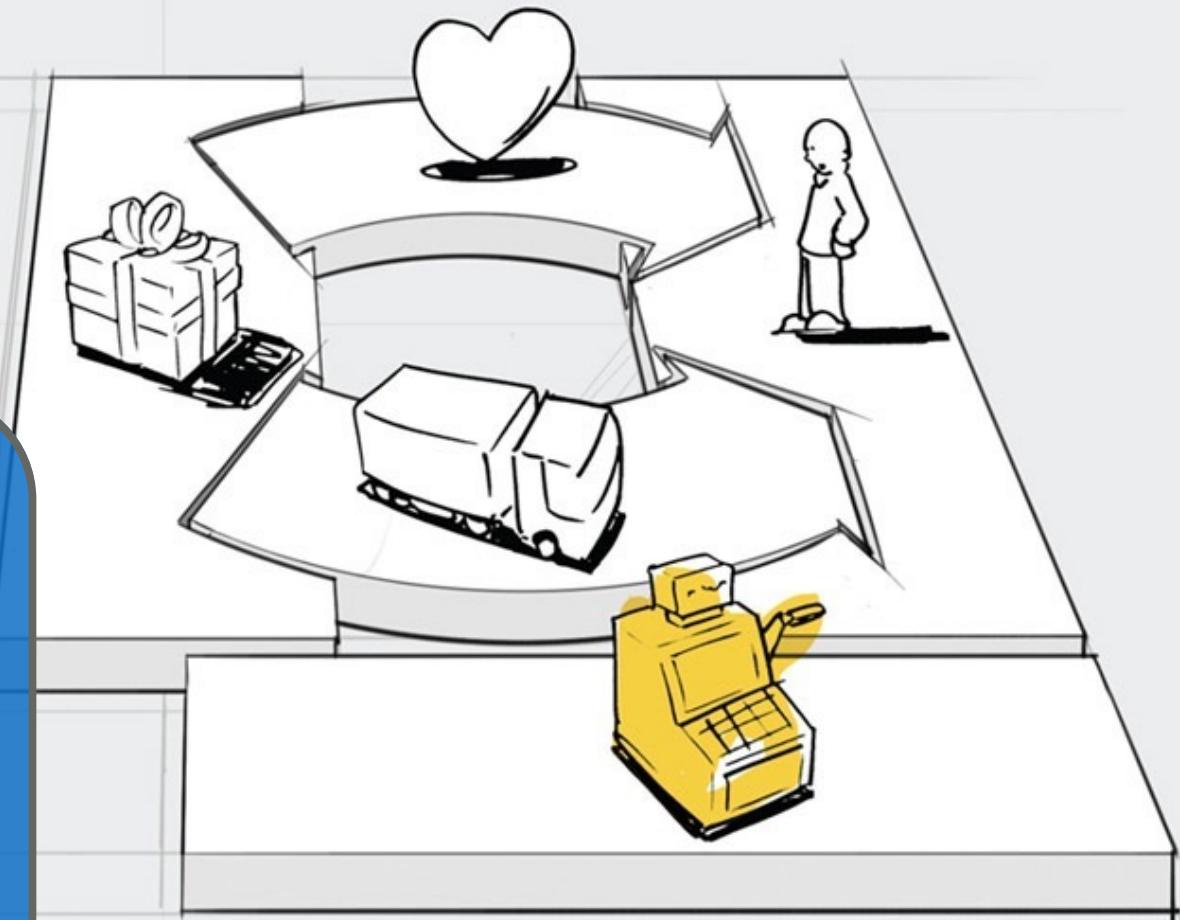
Relationship

- Direct / Indirect
- Human / Automated
- Assisted / Self Service
- Individually / Collaboratively



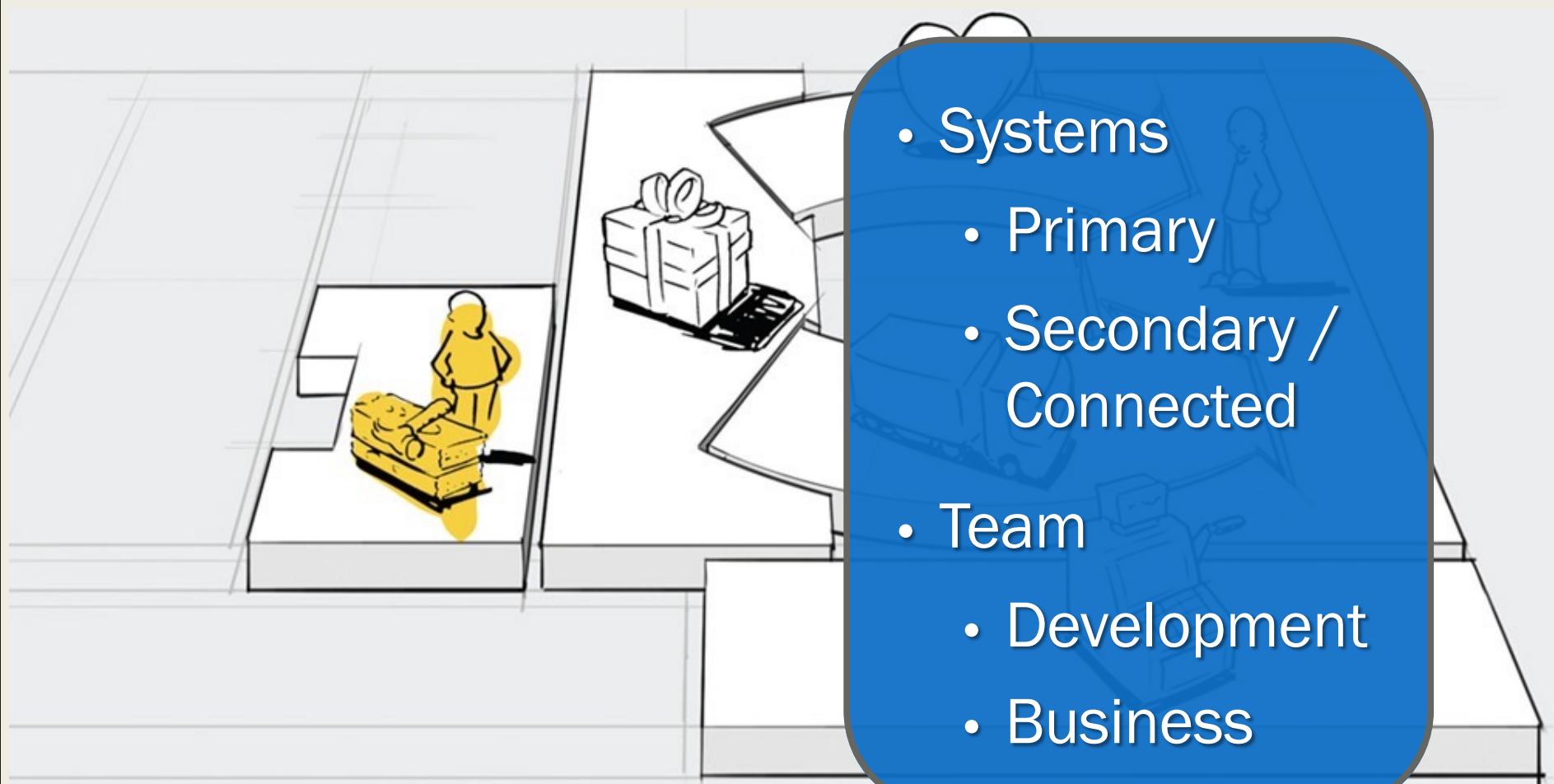
Revenue Streams

- Opportunity
- Savings
- Profit
- Improvements



Key Resources

- Systems
 - Primary
 - Secondary / Connected
- Team
 - Development
 - Business

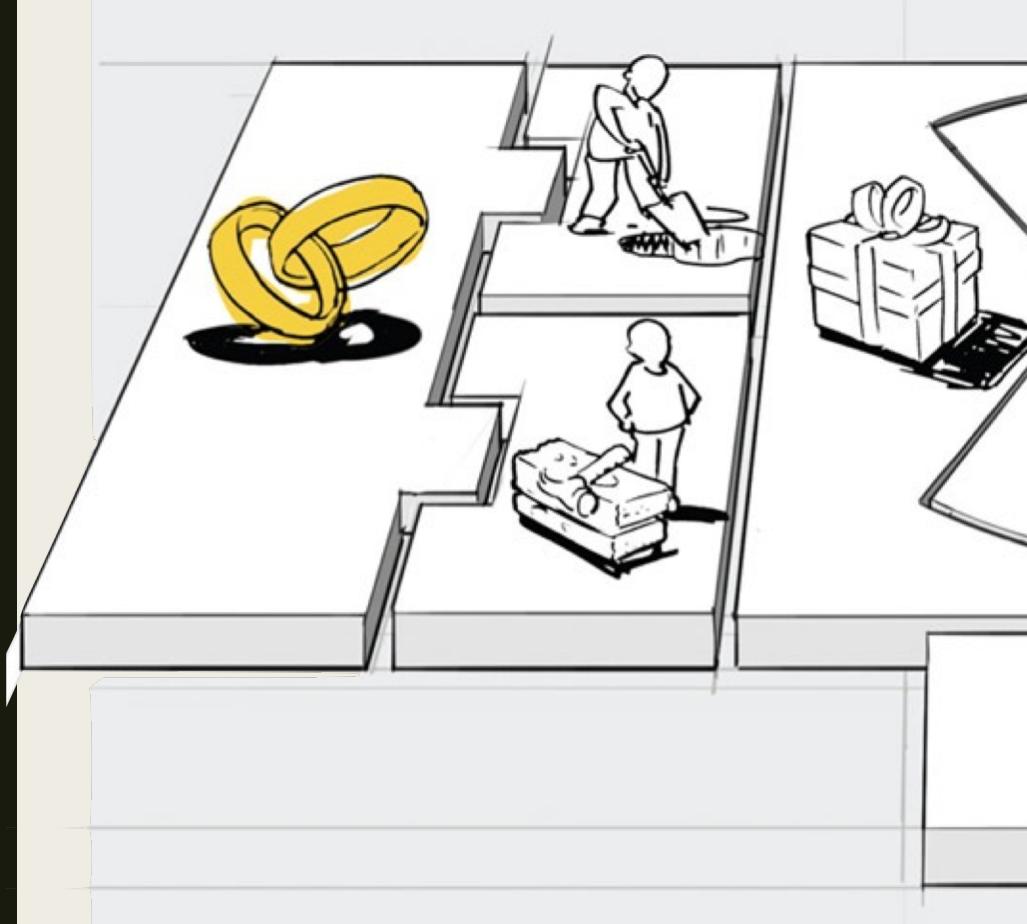


Key Activities



- Use Cases
- Who's Activities
- Connected Activities

Key Partnerships



- Development Team
- Business
- Secondary / Connected Teams
- Impacted Teams
- Related Teams

Cost Structure



- Opportunity
- Development Estimates
- Quantity of Customers

Business Model Canvas

Tells the story of how you create, deliver and capture value for your organisation.



Slide to Unlock



BMC

<p>Key Partners</p>  <ul style="list-style-type: none"> • iOS hardware teams • Design teams • Software engineering teams • Retail teams 	<p>Key Activities</p>  <ul style="list-style-type: none"> • Handle erroneous touches • Allow simple ‘unlocking’ <p>Key Resources</p>  <ul style="list-style-type: none"> • Development team • Designers • iOS Hardware • iOS hardware teams 	<p>Value Provided</p>  <ul style="list-style-type: none"> • Avoid ‘Pocket Dialling’ • Simple • Intuitive • Fun • Minimal Physical Buttons 	<p>Relationships</p>  <ul style="list-style-type: none"> • Direct <p>Channels</p>  <ul style="list-style-type: none"> • iOS Devices <ul style="list-style-type: none"> • iPhone • iPad • iPod Touch 	<p>Customers</p>  <ul style="list-style-type: none"> • Segmented • ‘Normal’ People • Technically Savvy • Power Users
<p>Cost Structure</p> <ul style="list-style-type: none"> • Design & Development Cost • Support Costs 		<p>Revenue</p> <ul style="list-style-type: none"> • iOS-based hardware sales • Brand loyalty • Halo effect 		



◀ Fingerprints

Success

Touch ID is ready. Your print can be used for unlocking your iPhone.



Continue

Reading

- Strategyzer
 - *Business Model Patterns*
 - <https://www.strategyzer.com/blog/business-model-patterns-a-sneak-peek-at-the-invincible-company>

Next Steps: Week 3

- Lecture
 - *Requirements Modelling*
 - *User Stories*
- Tutorials
 - *Story Identification*