








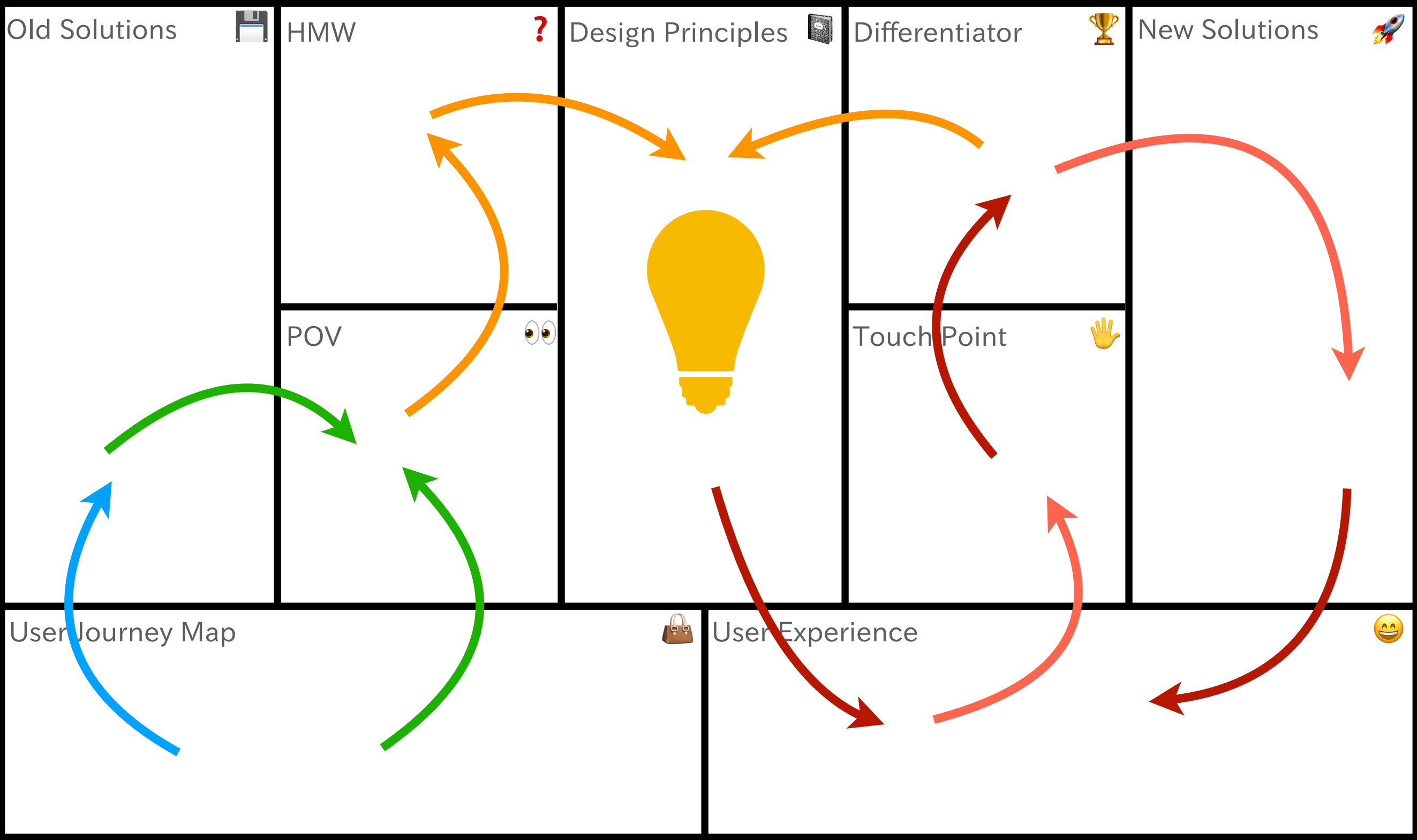


# EDP Canvas by Tokyo Tech Engineering Design Project

Old Solutions 	HMW 	Design Principles 	Differentiator 	New Solutions 
	POV 		Touch Point 	
User Journey Map 		User Experience 		

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## Old Solutions

- PEST Analysis
- Bibliographic Survey
- Analogous Inspiration
- Expert Interview

## HMW

- HMW patterns

## POV

- POV format
- Tatemae method
- TCS
- Value Graph

## Design Principles

- Chat & Doodle
- SCAMPER etc.
- Spring of Idea
- Graveyard of Idea

## Differentiator

- Voice of User
- User Testing
- Testimonial

## Touch Point

- Value Proposition
- Elevator Pitch
- Flyer
- Press Release

## New Solutions

- Product Name
- SIPOC
- Wizard of Oz
- Quick & Dirty Prototyping
- Work-like Prototyping
- Look-like Prototyping
- Dark-horse Prototyping
- Functional Prototyping

## User Journey Map

- Interview / Observation
- Context Map / Stakeholder Map
- CJM
- Empathy Map

## User Experience

- Manga / Screenplay (Story Spine)
- Skit / Movie / Story Telling
- New CJM
- New Empathy Map