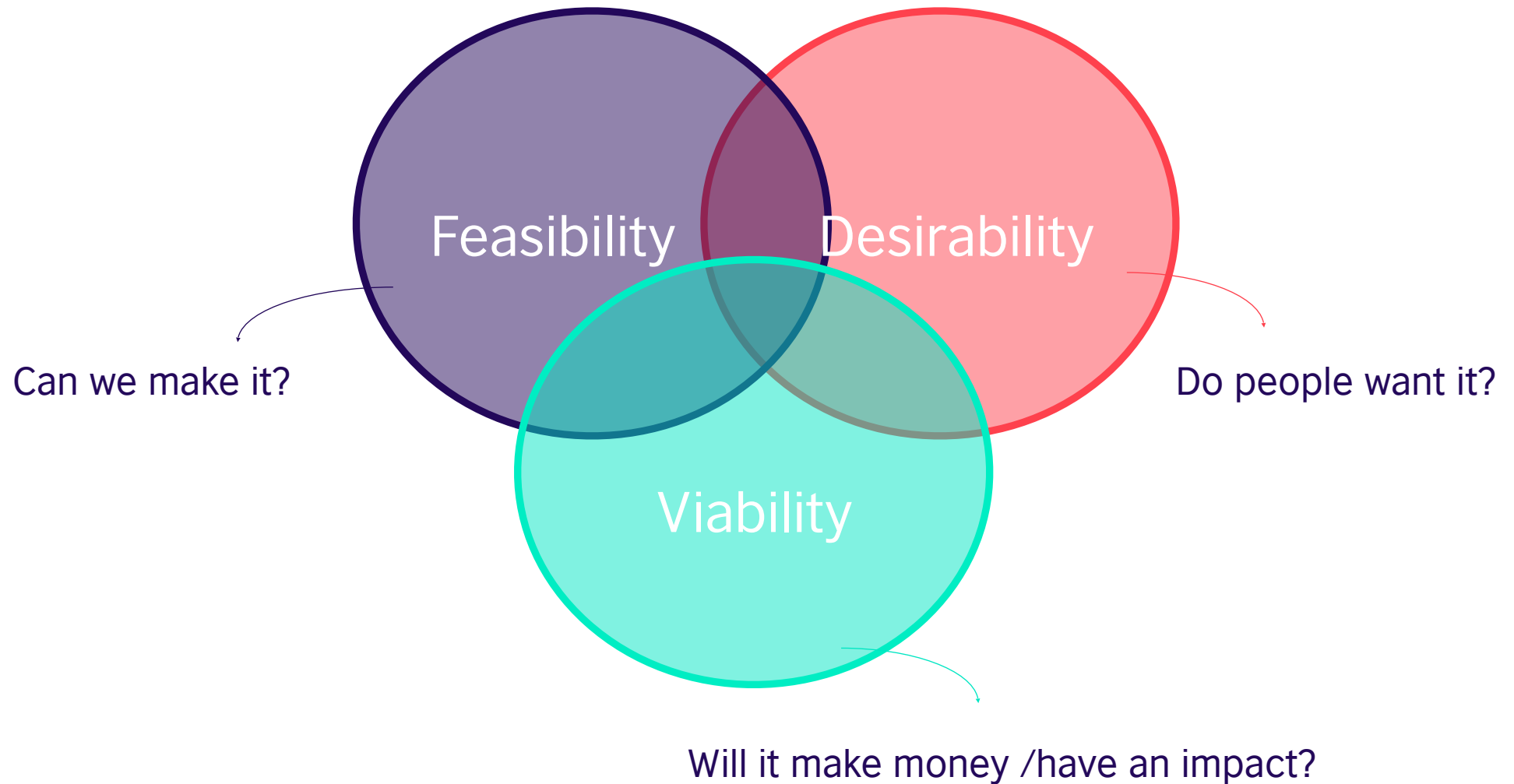


# COP26: Design Thinking

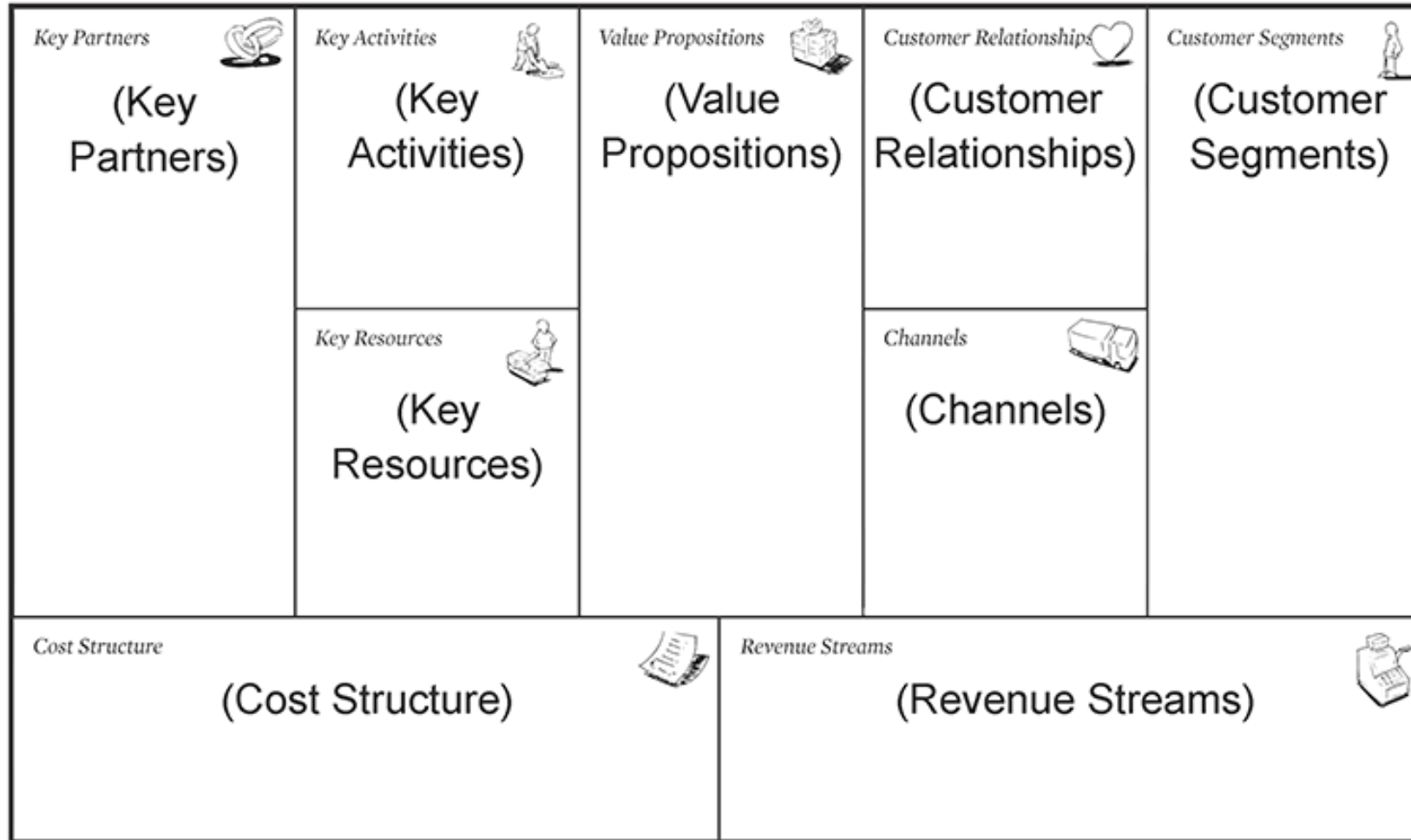
Design thinking templates



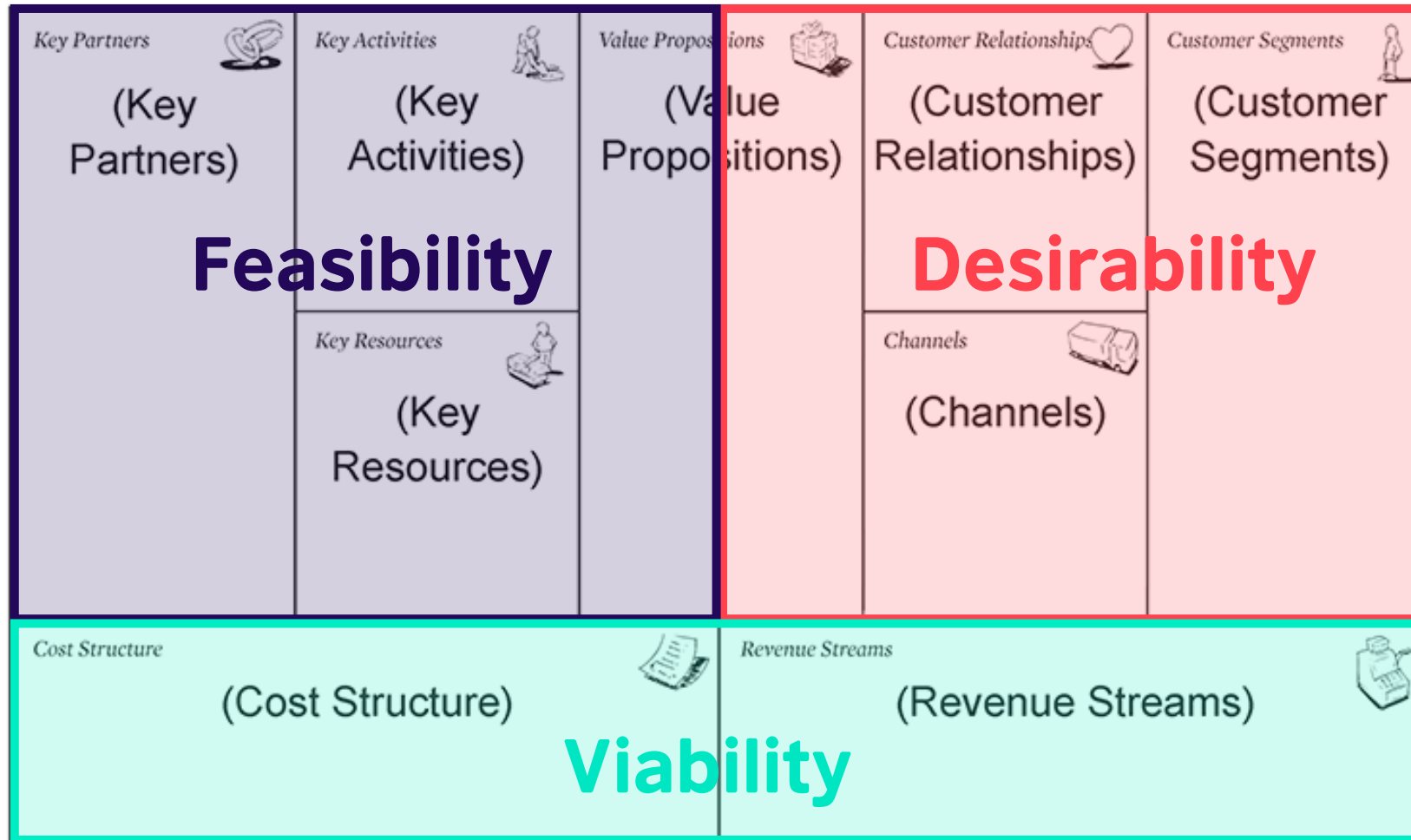
# DFV Model of Innovation



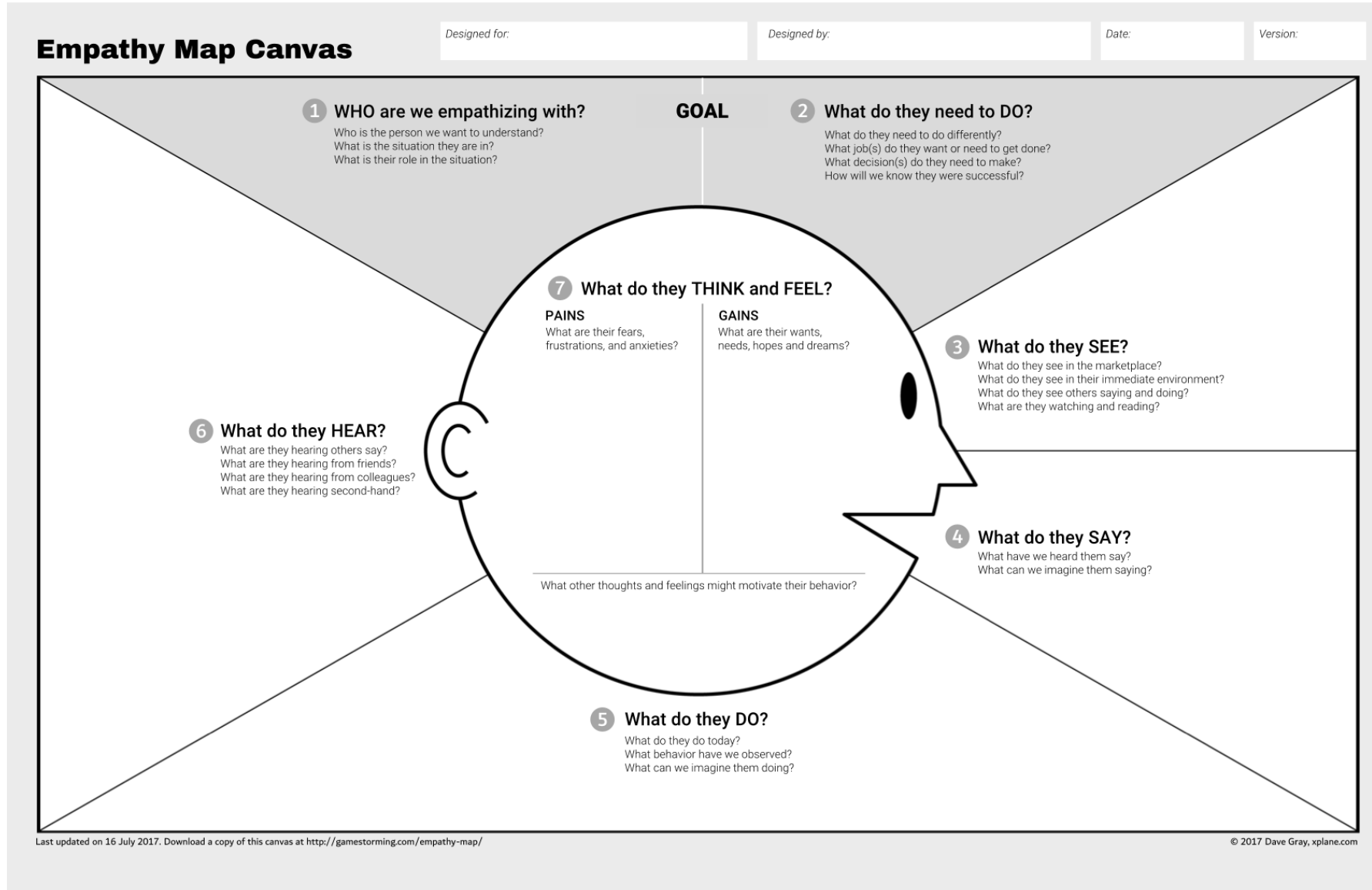
# Business Model Canvas



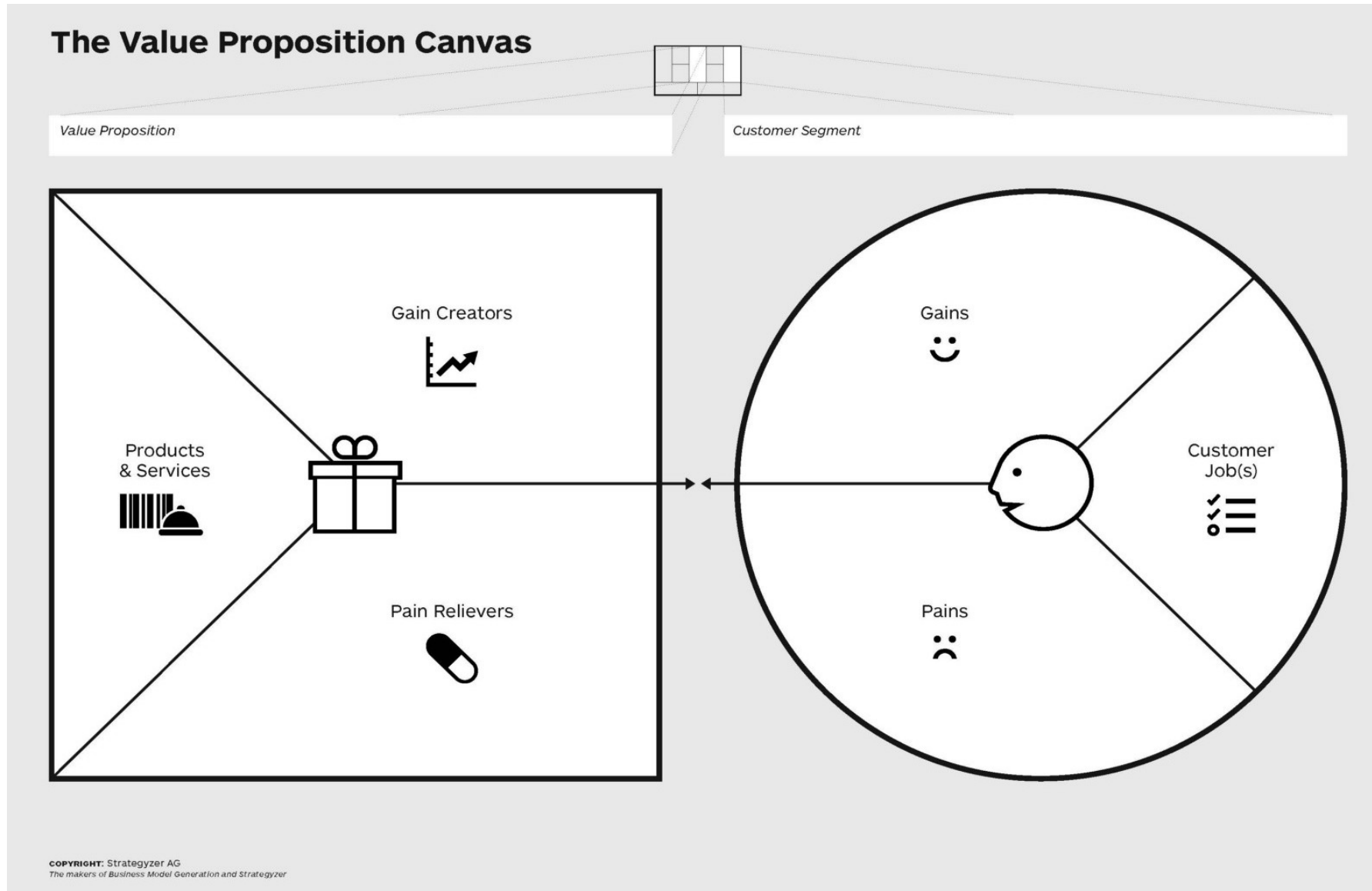
# DFV Model applied to the Business Model Canvas



## Desirability –Empathy Map



# Desirability –Value Proposition canvas



# Desirability – Customer Journey Map

Customer Journey Map

Product or Service:

Date:

STAGES	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div>					
EMOTIONS & THOUGHTS	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
ACTIONS	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
TOUCHPOINTS	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
OPPORTUNITIES	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

# Feasibility –Resources

There are four types:

1. **Human resources-**  
all companies need people, but some business models depend especially heavily on human resources.
2. **Physical resources-**  
land, buildings, machines, and vehicles are crucial components of many business models.
3. **Intellectual resources-**  
Include intangibles such as brands, company-developed methods and systems, software, and patents or copyrights.
4. **Financial resources-**  
Include cash, lines of credit, or financial guarantees.



# Feasibility –Key Activities

These are the most important things an organization must do to make its business model work.

## 1. **Making-**

Including manufacture of products, or designing, developing and delivery of services.

## 2. **Selling-**

Promotion, advertising, or education of prospective customers about service or product's value.

## 3. **Supporting-**

Supporting activities that help the company to run effectively but are not run directly associated with making or selling; e.g. hiring accounting, or other administrative work.

# Feasibility –Key Partners

An ecosystem of partners who can help the business to succeed

1. Who are your **key suppliers**?
2. What can you **outsource** and to **whom**?
3. Who are your **customers' customers**?
4. Who are the **government bodies / associations** or **rule setters**?

# Viability –Revenues

How will you make money? What Social benefit will you deliver?

## Make money

- A one time customer payment?
- A recurring revenues (subscriptions)?
- Licensing?
- Matching fees?

## Positive social impact

- Social justice improvements leading to better quality of life of stakeholders
- Enhanced **economic empowerment** of stakeholders
- Improved **environmental** conditions for stakeholders

# Viability –Cost

What are the costs of doing business? What are consequences of doing nothing?

## Spending money

- Costs to manufacture?
- Costs for marketing?
- Costs of employees?
- Cost of administration?

## Positive social impact

- Impact of not addressing Social injustices on the quality of life of stakeholders
- Impact of lowering of **economic standards on livelihoods** of stakeholders
- Impact of unaddressed **environmental** conditions on stakeholders,