

I

VALUE PROPOSITION:

How can we make sure that the
is made available to the.....

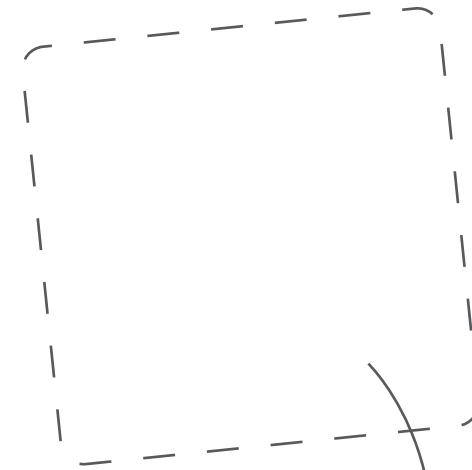
BRAINSTORM IMPLEMENTATION OPTIONS:

What kind of implementation options would deliver
the solution to the enduser?

.....(solution)
.....(user/problem owner/target group)?

CHOOSE WHAT implementation option(s) to continue with

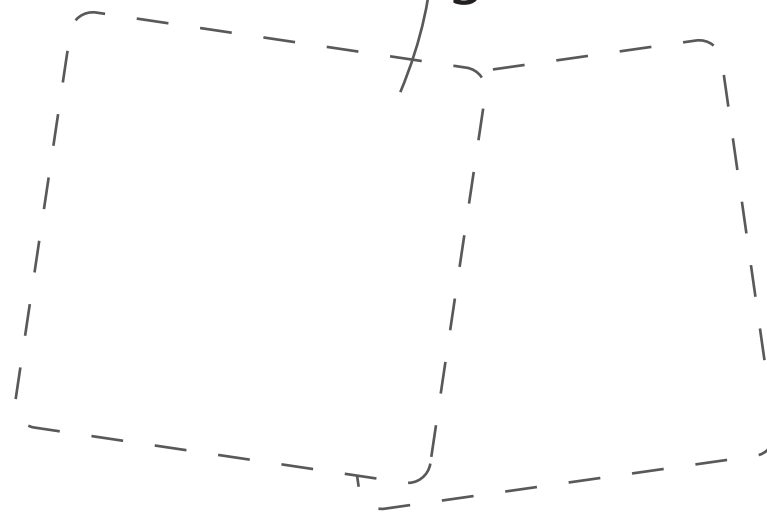
Take post-it's from above



ASSESS which value you are delivering for WHO?

Use your insights from your
HEAR & CREATE phase

H **C**



HOW AND WHEN are you going to test these implementation options?



date:



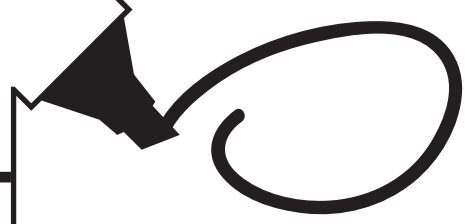
Timeline

Develop testable
business cases(s)
&
Start selling

FIELDWORK:
Make it happen!



**INTERPRET &
VISUALIZE:**
Show your insights



CONCLUDE & ITERATE:
Do your implementation options
deliver your value proposition
sufficiently?



*Is your problem solved?
Didn't you create new
problems?*

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