

# BUSINESS DESIGN METHODOLOGY

A process to innovate

The aim of this methodology is to apply customer-centric design models and tools to create value through products, services or new business models. To generate this value and to be able to scale it, it is necessary to follow a path that, as in this methodology, has different curves that are necessary to reach the final result. Both the curves and the different colours represent phases, ways of working and tools that together help us to innovate while focusing on the needs and requirements of customers.

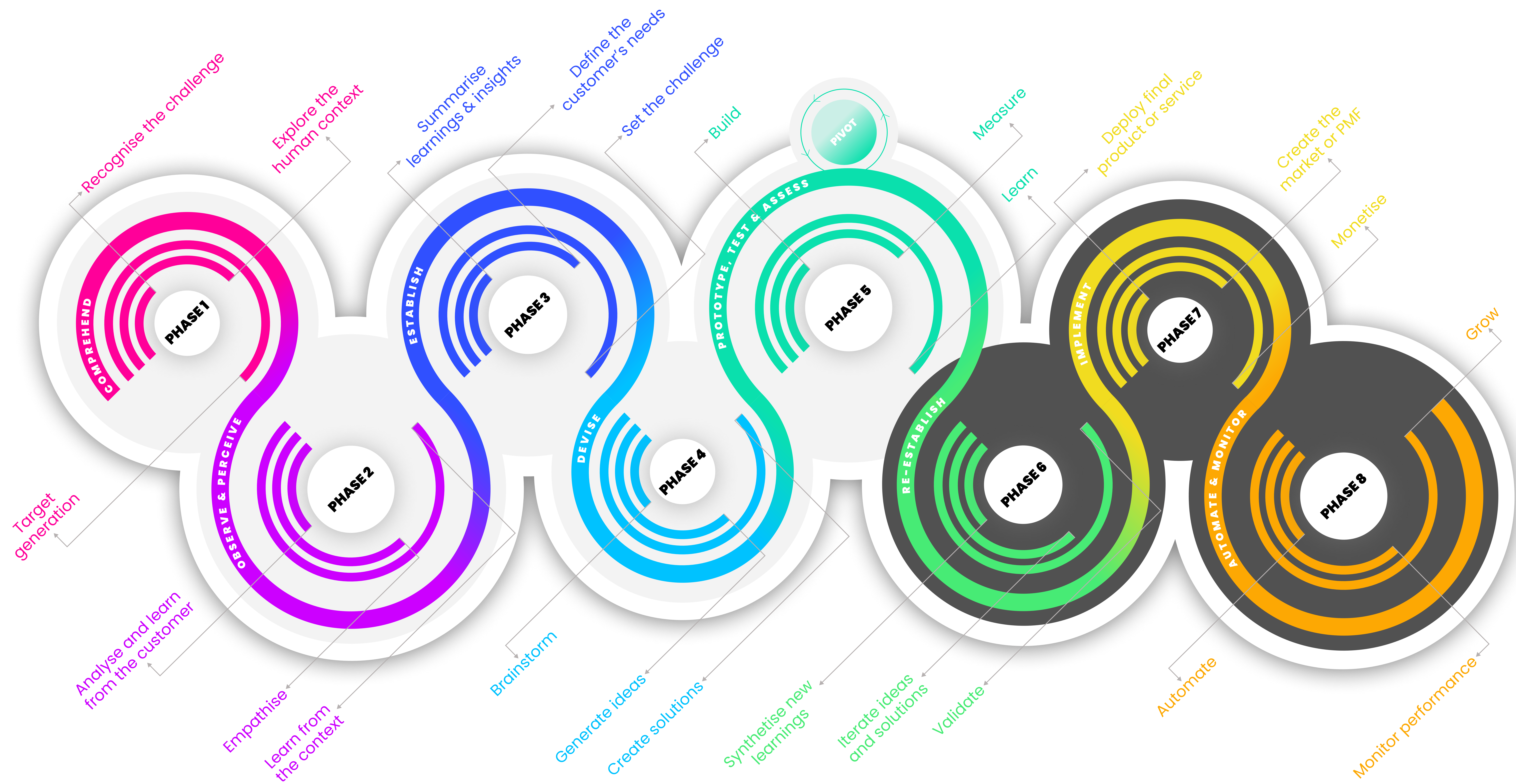
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Execute

Exploration

Ideation & Experimentation

Delivery & Value creation



## Useful Tools

- The 5 W's: What, Who, Why, When & Where

- Desk research
- Quantitative and qualitative research
- Persona & Empathy map
- Customer journey & Stakeholders map
- Ecosystem map
- Behavioral challenge statement builder

- Users + needs + insights = challenge/opportunity
- Insights selector
- Cone of plausibility

- How might we...?
- Yes and
- Idea sketch
- Brainstorm cards
- 10x10s
- Hownow-wow matrix
- Concept card

- Mockups
- Wireframes
- Storyboards
- Cardboard prototype
- Kano model
- Experiment cards

- Solution validation script

- Product backlog
- Daily scrum
- Impediment log
- Burndown chart
- Sprint planning
- Sprint review
- Retrospective
- User stories
- AARRR

- Growth hacking
- Customer feedback
- Continuous deployment & integration