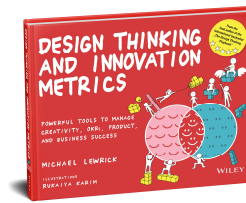


ECOSYSTEM DESIGN CANVAS



Quick guide: The canvas is used to represent all essential steps and to record the most important findings about the loops and redesign phases. It has proven useful to document the work status after each major re-design so that the considerations can still be understood at a later point of time. If different teams are working on sub-systems, make sure that the systems must work together in the end.

More tips & tricks on book page: 141



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Design Thinking and Innovation Metrics
978-1-1198-1515-0
www.design-metrics.com



1 Determine the Needs of the Users/Customers Who is the customer or user? Describe the customer/user profile.	2 Core Value Proposition What is the core Value Proposition for the user/customer?	5 Definition of the Value Streams What are the current and future (positive and negative) value streams?
3 Describe the Actors Who are the actors in the business ecosystem?	Design/Redesign → Design Which actors are pivotal for the provision of the core value proposition in the business ecosystem? (For the placement, go from the inside to the outside.) Place the actors with advanced and complementary offerings, enabling functions and other actors who are directly or indirectly part of the system. 6 Redesign Do various scenarios exist with different actors? Which actors can be eliminated? Are there actors who scale multidimensional value streams or better value streams? Is the business ecosystem robust and able to survive in the new scenario? ← Explore ↑ Build/Test ↓	8 Prototype, Test & Improve the Business Ecosystem What are the MMFs/MVPs the ecosystem starts with? How can the first MVE be tested?
4 Analysis of the Advantages & Disadvantages of each Actor + - What are the advantages and disadvantages for each actor?	7 Multidimensional View of the Business Models What does the resultant business model and value proposition for each actor look like?	