

Module 3 DIY

Last week, Christine introduced you to utilizing design as a means of exploring the context and uncovering its complexities.

You also made your very own stakeholder map.

Christine said that even she finds it difficult sometimes to focus on the user because there are so many other stakeholders to consider.

But how can you include them all in your concept?

This module is all about how you can do that.

First, Jürgen will help you to design a value proposition based on the insights you've gathered as part of last week's challenge.

Then, Boris will step in and show you how to map your all stakeholders in a use case model.

This week's challenge is to build on your insights from the concept exploration to design your own concept! You don't have to go into the tiny details of your concept, but you do need to formulate a strong concept direction.

You will notice that designing a concept is an iterative process – you'll find yourself going back and forth in your stakeholder map, your value proposition and your use case model as you go along.

It is precisely these iterations that will help you refine your ideas and justify your decisions.

They take time, but they will make your concepts stronger.

Don't forget to share your ideas within your team.

Take the time to discuss them and reflect on them.

Best of luck.