

## Who are the target users of the concept?

Specify fx. 3-5 different usergroups for your concept and make an elaborate description of a person in each group. Example below.

Userprofiles should create a lively image of a specific user, so you know exactly what he or she needs.

How many profiles you need will depend on your concept and your target groups.

## Which idea and which principles and values is the concept based on?

A good basic idea is clear, **opportunity creating** and **meaningful** for the target group.

It should be quick and **easy to understand** for everybody involved in developing, producing and communicating the concept.

It is also important, that the idea is opportunity creating. It should stimulate creative thinking in stead of being exact and delimited.

**We want to give.....**  
**to.....**  
**by.....**

Takeoff

Market

User

Idea

**Concept**

Evaluation

## Which functions and applications does the concept offer?

In the outline of the functions of the concepts you may distinguish between:

**Core functions** - necessary functions, that have to be created to sell the concept and to live up to the basic idea. Fx. a haircut at the hairdresser.

**Additional functions** - Functions and applications that give extra value to the user. Fx hair wash and advice on hair care at the hair dresser.

**Peripheral functions** - Functions and applications that can be considered “nice to have” rather than “need to have”. Gives something extra to users and creates loyalty, but is not strictly necessary. Fx tasty coffee, glossy magazines and exclusive interior at the hairdresser.

Peripheral

Additional

Core

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## Which processes and which activities does the concept include?

Describe all the **customer oriented** and the **internal** processes and activities in the concept. Not only the product or service.

Some ways to describe processes and activities:

**Storyboard** Illustrate step by step by step by using cartoons or pictures.

**Diagrams** Illustrate the flow and the necessary resources by diagrams.

**Opportunity grid** Use the scheme from the blue method cards (Mulighedsgitteret) to write processes and activities in different phases.

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## Which identity and information does the concept contain?

### Create identity and emotions

When the user meets the product or service, the visual communication should match the users, you want to approach. Which emotions do you want to create?

Work systematically on the details in the user experience.

### Design every single activity

Split up the user scenario in a number of main activities. Typically the main activity and activities before and after that.

When the most important situations are identified, you should describe:

**Who** will be involved in the different situations?

**What is the goal** for each of these experiences/situations?

**What are the expectations, motives and contributions** from the people involved to the experience?

**What are the means** you will use to create an experience for the users involved so you reach the goals.

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## How do you create revenue?

When the business model is developed, you should consider:

Price and payment model

Choice of partners - see separate sheet.

## Price and payment

Revenue can be generated in many different ways:

**Buy and pay** Customers pay directly for the product or service - price reflects the value for the customer or cost for the producer.

**Pay for use or consumption** Get something cheap or for free and pay for use. Fx. printers are sold this way. They earn the money on the toner refills.

**Others pay** Free for the user because others pay. Fx. free papers or webservices paid for by advertisers.

**Swings and roundabouts** (danish expression)  
You attract customers with great offers with low profit for you, but once the customer is in, you get him to buy other things with high profit. Fx. selling all-you-can-eat pizza for 40 kr. and expecting to earn on drinks.

**The first fix is for free** Free introduction period. Payment if you want to continue. Great if people tend to get addicted once they have tried it. Very common way to sell software.

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## Who does what?

The concept as a whole is not necessarily executed by one company. It may be better to find partners for the parts, that are not your core skills.

## Which tasks and functions should be executed by your company?

What are your core skills? Which tasks should be executed internally.

## Which tasks and functions should be executed by partners?

Where are your weak points? What can be outsourced to external suppliers and partners, so it doesn't involve fixed costs for you.

Look at your work under **Process**, and consider which processes should be executed externally and by whom.

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## What is your extraordinary knowledge or Intellectual Property Rights?

Is the idea and concept in any way protected from competition. Some examples of ways to get protection:

Patent

Other IPR

Design

Authorization

Trademark

Unique knowledge

Copyright

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## Direct competition

Alternative offers that are comparable with your offers.

## Substitutes

Alternative offers, that can satisfy the same needs but in another way.

## Indirect competition

Other external factors, that can reduce the interest around your product or service and reduce sales.

“ You say, that you don't have any competitors. I don't believe you. What is the best alternative for the customer?

# Prototype and visualization



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Market

User

Idea

**Concept**

Evaluation

## Physical

Physical prototypes, close to the actual product, is often the best form of communication. But also models or other visual presentations

## Analytical

Mathematical model, 3D CAD, spread sheet.

## Focused

Illustrating specific elements of the product.