

Lean Service Creation

The Lean Service Creation process serves as the foundation for the entrepreneurial concept.

01 Customer analysis & idea creation

- _ Target group analysis and definition
- _ Persona development
- _ Development customer profile
- _ Customer journey

02 Idea detailing and prioritization

- _ Idea elaboration
- _ Derivation of value proposition
- _ Vision development
- _ Prototyping

03 Environment and market analysis

- _ Market analysis and market segmentation
- _ Competitive analysis
- _ Refining vision

04 Definition business model

- _ Elaboration BMC / P- BMC
- _ Creation of use cases
- _ Derivation of roadmap e.g. via Kano model
- _ Calculation of business case
- _ Elaboration operating model

Thought by customer

Made for customer

Considered by market

Ignited business