Design Tools And Canvases

Canvases are useful tools, helping you design and visualise your understanding of problems and solutions. There are literally hundreds of canvases available, helping you do everything from understanding the needs of your customers to designing impactful research projects.

At TGD, we use canvases to help our clients dive deep into their problems, identify assumptions to test and refine, and visualise complex strategies. While a canvas doesn't guarantee your success, it can help you break a problem down and build up a solution considering key design parameters.

While we've developed a few canvases of our own, we mainly use freely available canvases straight off the web or out of books. We've included a few here for you to use, and we're eternally grateful to the very clever people who designed these (we've noted them in each canvas).

If you want to see our complete set of canvases, or better understand how to use them, get in touch. We're ready to go, if you're ready to grow.

TGD™

The Business
Model Canvas

The business model canvas (BMC) helps you understand and visualise a business model in a clear and structured way. It helps you uncover insights about your customers and partners, define what your cost and revenue flows are, and determine what your value proposition is. You can use it for new businesses or examine an existing one.

Key Partners

Who are our key partners?
Who are our key suppliers?
Which key resources are we acquiring from partners?

Key Activities

What key activities do our value propositions require?
Our distribution channels?
Customer relationships?
Revenue Streams?

Key Resources

What key resources do our value propositions require
Our distribution channels? Customer relationships?
Revenue Streams

Value Propositions

What value do we deliver to the customer.
Which of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each customer segment?
Which customer needs are we satisfying?

Customer Relationship

What type of relationship does each of our customer segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How Costly are they?

Channels

Through which channels do our customer segments want to be reached?
How are we reaching them now?
How are our channels integrated?
Which ones work best?
Which ones are most cost efficient?
How are we integrating them with customer routines?

Customer Segments

For whom are we creating value?
Who are our most important customers?

Cost Structure

What are the most important cost inherent in our business model?
Which key resources are most expensive?
Which key activities are most expensive?

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each revenue stream contribute to overall revenues?

Developed by Alexander Osterwalder, of Strategyzer.

The Value
Proposition Canvas

The value proposition canvas is a zoom in into two of the key components of the BMC – the value proposition and the customer components. The VPC is a tool that helps ensure that a product or service is positioned around what the customer values and needs.

Gain Creators
Something that could be valuable to your customer or offer something new.

Products & Service Features
Things you're literally selling.

Pain Relievers
Things that remove or alleviate a frustration or something negative.

Gains
Positives that the customer might enjoy or want to attain.

Customer Jobs
What are their functional, social and emotional jobs?

Pains
Negatives that the customer might want to avoid or dislike doing.

Developed by Alexander Osterwalder, of Strategyzer.

The Mission
Model Canvas

The mission model canvas (MMC) was adapted from the BMC for organisations whose primary goal is not to earn money, but to fulfill a mission instead. This could be NFPs, research projects, defence related projects, social ventures, or many more.

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Buy-in & Support

How does the team get "buy-in"from all the beneficiaries?

Deployment

How will we deploy the product to widespread use?
What constitutes a successful deployment?

Beneficiaries

Who are our most important stakeholders? What jobs do they want us to accomplish?
What are their pains/gains?

Mission Budget/Cost

What is the cost of the mission?
Which key resources are most expensive?
Which key activities are most expensive?

Mission Achievement/Impact Factors

How will I measure mission achievement?

Adapted from Alexander Osterwalder's Business Model Canvas by Steve Black.

The Social Business Model Canvas

The Social Business Model Canvas (SBMC) is separated into 13 building blocks that help social businesses to focus on the impact they create for beneficiaries rather than creating profits.

Key Resources

What resources will you need to run your activities?

Key Activities

What program and non program activities will your organisation be carrying out?

Types of Intervention

What is the format of your intervention? Is it a workshop? A service? A product?

Segments

Beneficiary

Value Propositions

Social Value Proposition

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Impact Measures

Partners + Key Stakeholders

Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?

Channels

How are you reaching your beneficiaries and customers?

Customer

Who are the people or organisations you will pay to address this issue?

How will you show that you are creating social impact?

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Customer Value Proposition

Cost Structure

What are your biggest expenditure areas? How do they change as you scale up?

Surplus

Where do you plan to invest your profits?

Revenue

Breakdown your revenue sources by %

Adapted from Alexander Osterwalder's Business Model Canvas by Social Innovation Lab

The Empathy Map Canvas

Ever had trouble putting yourself in someone else's shoes? Well, if you want to design solutions that deliver meaningful impact with enduring value this is a skill you need to develop. To assist you, the empathy canvas helps you grasp someone else's experience. It was developed by Dave Gray and is an essential tool for the aspiring designer.

① What do they need to do?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

Goal

② WHO are we empathising with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

⑦ What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

GAINS

What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

③ What do they see?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

⑥ What do they hear?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

④ What do they say?

What have we heard them say?
What can we imagine them saying?

⑤ What do they do?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Developed by Dave Gray, of XPLANE

The Branding Canvas

The Branding Canvas is a tool to help you think about an organisation's branding strategy. The Branding Canvas is great for both startups and existing brands. This tool is best blown up at A0 or A1 and plastered with post it notes.

CAPABILITIES
(What you can do)
What competences and/or know-how can you claim?

CATEGORIES:
- Technical competences (specific for your Offering and/or Arena)
- Other competences (organisational, research, development, etc.)
- Know-how, expertise, domain knowledge (specific for your Offering and/or in your Arena).

PROMISE
(So what)
What do you promise to your Audience?
What kind of idea of your value should your Audience make?
What problems should they think you can solve or desires satisfy?
What kind of emotions should they feel while dealing with you?
What kind of person or organization will you inspire them to be?

BENEFITS:
- Functional (problems solved, risk reduced, costs lowered)
- Emotional (more safe, relaxed, free, competent, confident, energized, reassured)
- Experiential (the experiences optimized or changed, convenience or usability increased, performance improved)
- Cultural (the ideas they will learn or change)
- Social (recognized, loved, respected, connected to others, accepted, admired, important, etc.)
- Aspirational (the kind of image, status and/or value they will think they could be or express)
- Self expression (the kind of image they will be able to communicate).

POSITIONING
(Why you)
What distinctive element do you emphasize in order to be considered by your Audience?

CHOOSE THE MOST RELEVANT, CREDIBLE AND IMPORTANT ASPECT AMONG THE FOLLOWING OPTIONS:
- Values (the special and inspirational ideas you believe in and that influence everything you do)
- Resources (the special approaches, technologies, assets that your leverage on)
- Offering (the peculiarities of what you give)
- Competences (the things you do particularly well)
- Target (markets, people or organization you focus on).

CULTURE
(Who you are)
What makes you special for your Audience?

CATEGORIES:
- Purpose, Vision
- Relevant people within the organization (i.e. founder, executives, etc.)
- Acquaintances, network, special relationships
- Company history, stories, anecdotes
- Ideas, company culture and personality
- Supported causes
- Beliefs, ambitions, values
- Cultural enemies, challenges (crusades.

OFFERING
(What you give)
What are your products and/or services?
What are the peculiarities of your business model?
How do you facilitate a good experience for your Customers?
How do you establish and maintain the relationship with them?

ELEMENTS OF YOUR OFFERING:
- Products and/or services
- Special approach (specialized, traditional, innovative, green, flexible, etc.)
- Range (focused, broad, wide, tailored, etc.)
- Relationship style (personal assistance, self-service, automated services, co-creation, etc.)
- Distribution methods, logistics, sales
- Price range, payment methods, etc

AUDIENCE
(Who needs to know)
Who are the most important people to influence for achieving your goals?
Who influences them?
In what places or communities can you find them?

CATEGORIES:
- Primary target
- Other targets
- Influencers (journalists, bloggers, opinion makers, etc.)
- Managers, employees, collaborators
- Forum, influence groups, institutions, associations
- Communities and tribes (online and/or offline)
- Public opinion
- Users, followers, fans

COMMUNICATION
(How they know you)
How do you become known by your Audience?
How do you create a strong relationship with your Audience?
How do you underline your Positioning?

STRATEGIES:
- Visual and verbal Identity
- Tone of voice
- Experiences, sounds, images, smells, interiors, architectures, etc.
- Storytelling
- Sponsorship, advertisement
- Press, Media, Public Relations, Networking
- Events, Community management, Contests, Keynotes, Public Speaking
- Books, whitepapers, publications
- Brand & Branded content
- Digital Marketing, Social Networks (LinkedIn, Twitter, etc.)
Etc.

REASONS TO BELIEVE
(Why you are credible)
What makes you trustworthy to your Audience?

LIST FACTS, SOLID ASPECTS THAT YOU CAN PROVE:
- Facts, results, proven experiences
- Relevant projects or initiatives
- Assets, goods, resources, intellectual property
- Certifications, awards
- Roles in associations, pro bono, C.S.R.
- Corporate social responsibility, welfare programs
- Opinions and/or endorsement by recognized stakeholders
- Publications, academic initiatives
- Relevant media coverage and/or quotes
- Relevant social media numbers
Etc.

INVESTMENTS
(What you need)
In what activities, resources and/or partners do you invest in order to Brand successfully?

DETAIL AND QUANTIFY HOW YOU INVEST IN:
- Assets, time, physical resources
- Marketing, communication
- Suppliers, consultants, partnerships
- Training, education, courses
- Intellectual property development

RESULTS
(What you get)
What results do you get through Branding?

OUTLINE IF AND HOW MUCH BRANDING HELPS YOU TO GET:
1. Awareness: they know about you and/or recognise you
2. Familiarity: who knows about you, understands what you offer
3. Valorization: who understands what you do, gets how you are useful
4. Consideration: who has valued yo, gets your Positioning and consider you as one of the possible options
5. Choice: who has considered you, sympathizes with you and chooses you over others
6. Loyalty: who has chosen you, confirms you over time
7. Advocacy: your Audience recommends you to others and spreads the voice about you (e.g. online)
8. Iconicity: you represent the icon for the culture your Audience belongs to.

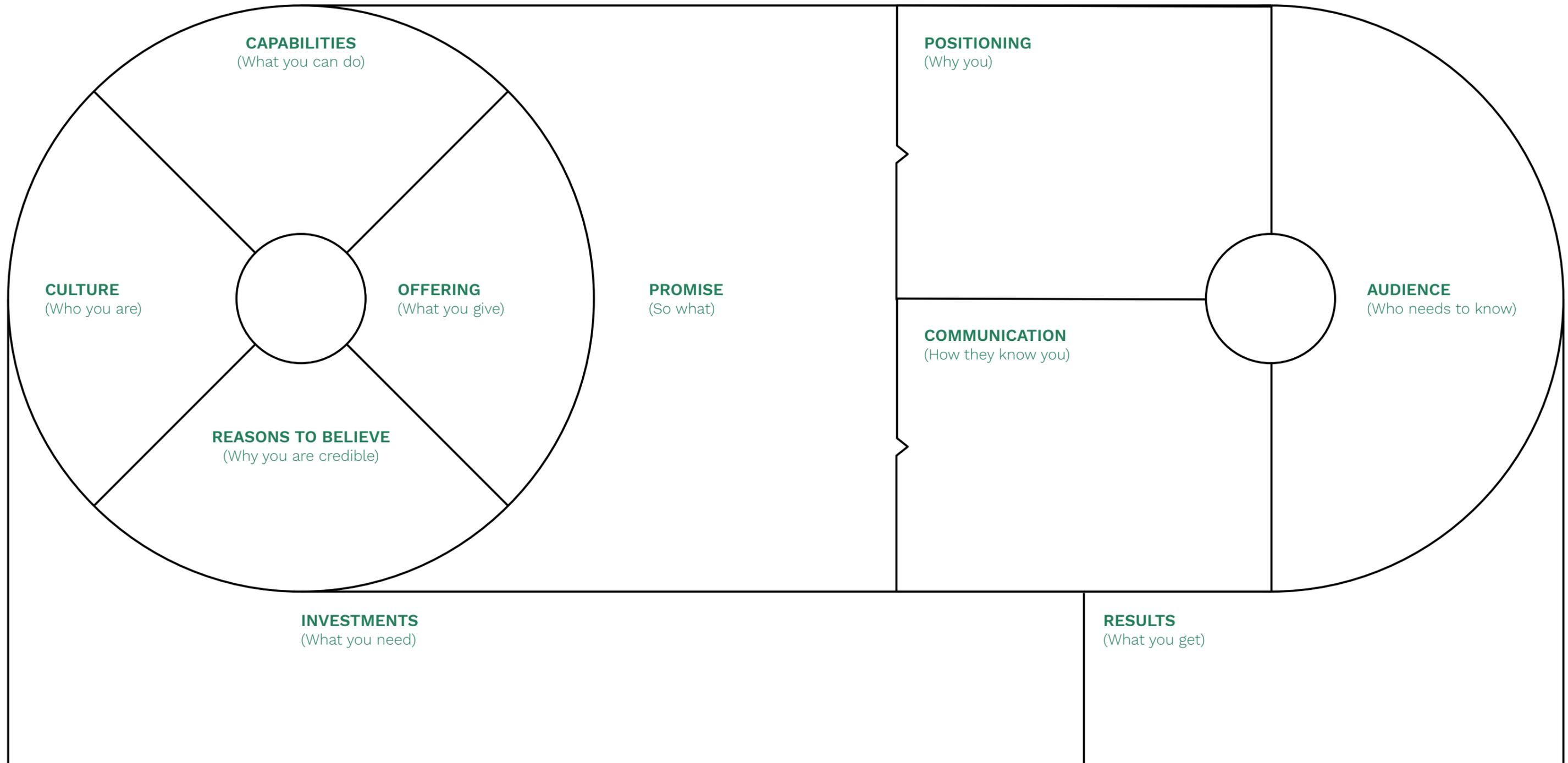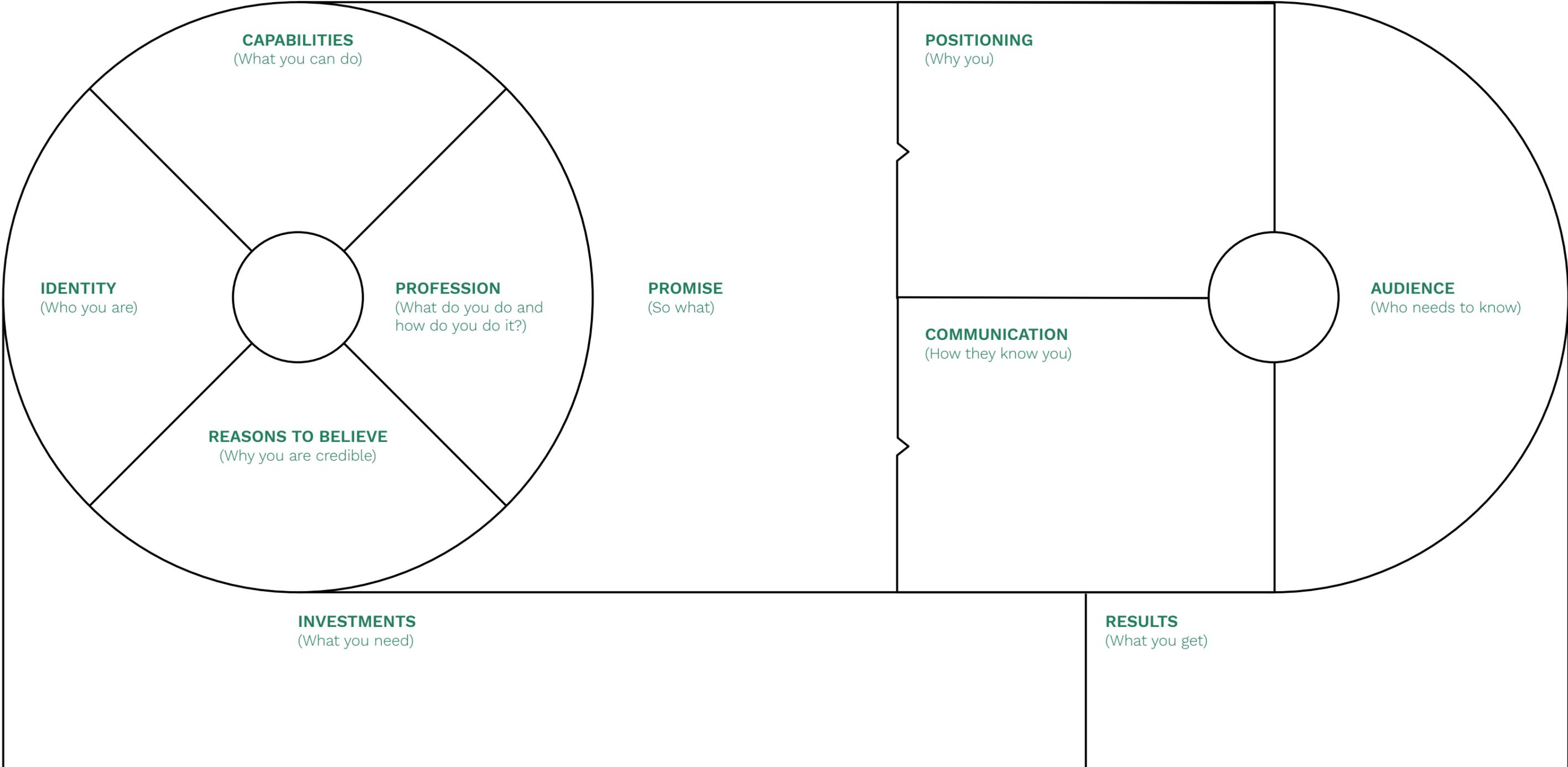Developed by Luigi Centenaro, of BigName and Inspired by the work of Strategyzer.com.

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PROMISE
(So what)

COMMUNICATION
(How they know you)

AUDIENCE
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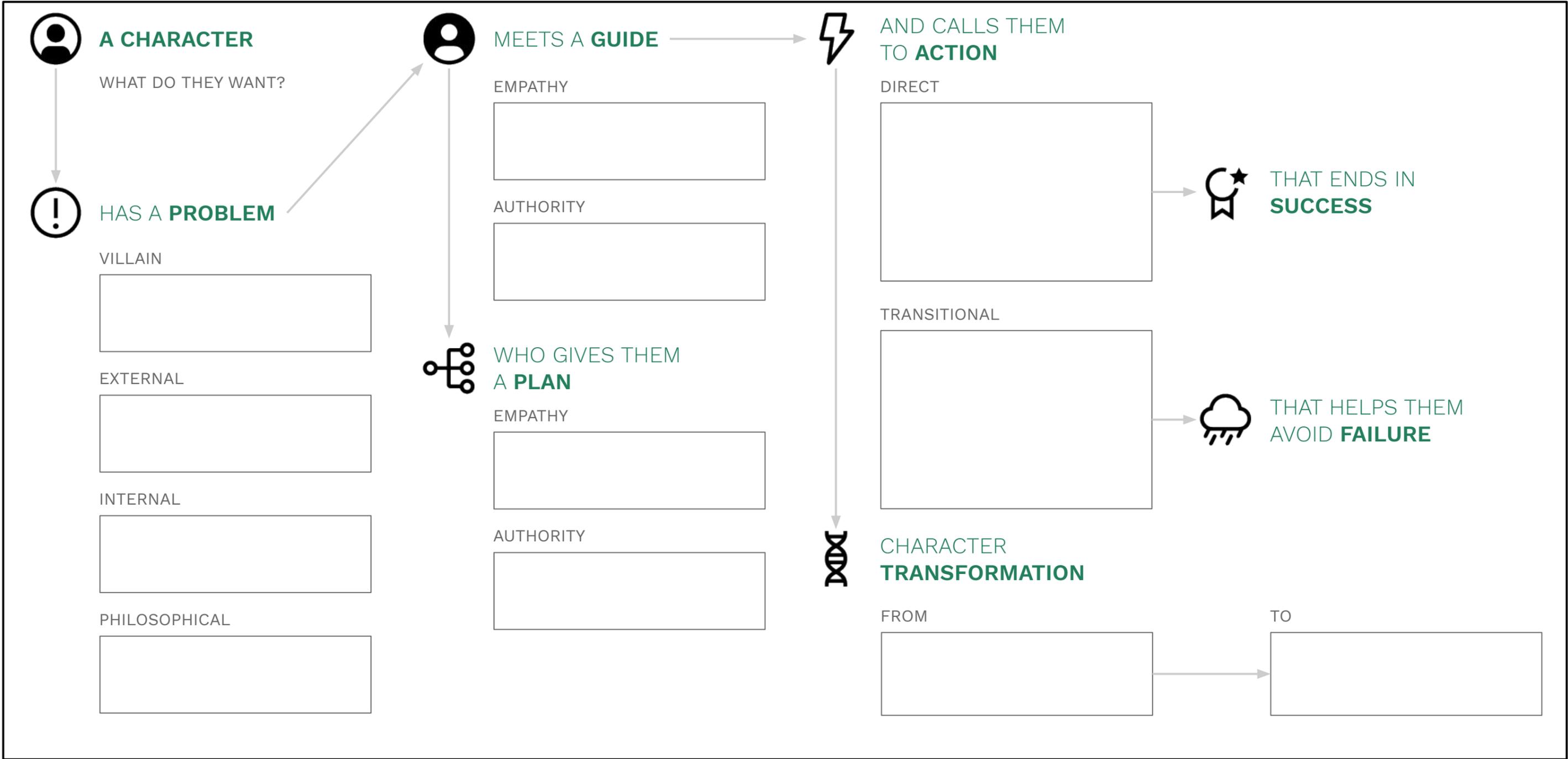Developed by Luigi Centenaro, of BigName and Inspired by the work of Strategyzer.com.

The Personal Branding Canvas

The personal branding canvas is a simple and practical visual framework to help you to understand your personal brand and how you can improve it.

CAPABILITIES
(What you can do)

POSITIONING
(Why you)

IDENTITY
(Who you are)

PROFESSION
(What do you do and how do you do it?)

PROMISE
(So what)

COMMUNICATION
(How they know you)

AUDIENCE
(Who needs to know)

REASONS TO BELIEVE
(Why you are credible)

INVESTMENTS
(What you need)

RESULTS
(What you get)

Developed by Luigi Centenaro, of BigName and Inspired by the work of Strategyzer.com.

The Hero's Journey Framework

The hero's journey has been around for a long time. It's a framework that can decipher relationships and processes, communicating the underlying narrative. This adaption is used to get a more detailed view of the steps and strategies our hero uses to overcome the problems on their journey, leading to success and mitigation of failures.

A CHARACTER

WHAT DO THEY WANT?

HAS A PROBLEM

VILLAIN

EXTERNAL

INTERNAL

PHILOSOPHICAL

MEETS A **GUIDE**

EMPATHY

AUTHORITY

WHO GIVES THEM A **PLAN**

EMPATHY

AUTHORITY

AND CALLS THEM TO **ACTION**

DIRECT

TRANSITIONAL

CHARACTER **TRANSFORMATION**

FROM

TO

THAT ENDS IN **SUCCESS**

THAT HELPS THEM AVOID **FAILURE**