

# Process Map

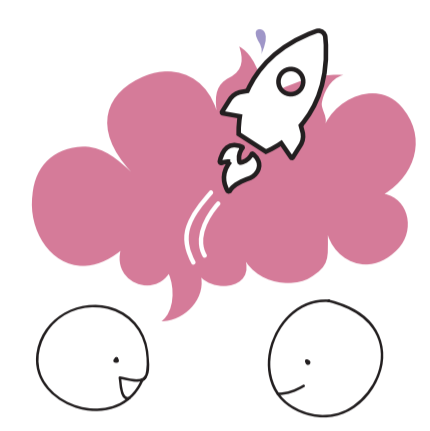
The Process Map displays the benefits, activities and outcomes of each phase of the Foundry's process

livework



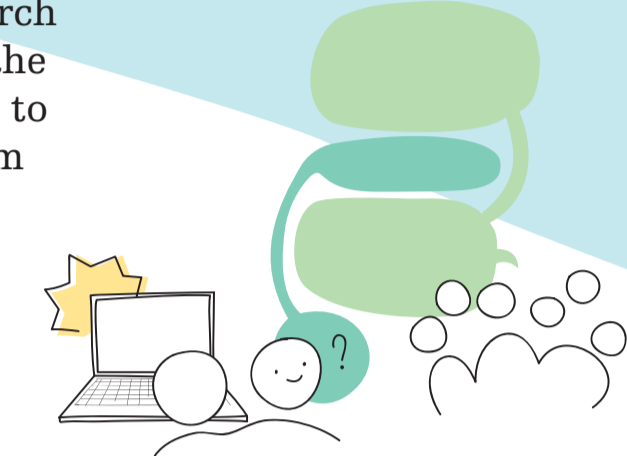
**1**  
**initiate**

Together with the client are defined the strategic and learning goals and the scope of the project.



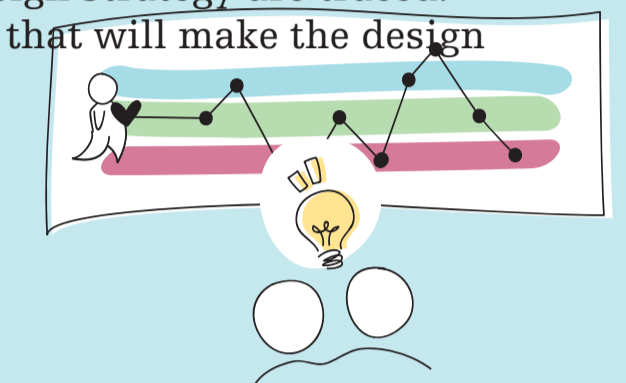
**2**  
**research**

Contextual research is conducted on the current situation to scope the problem and identify opportunities.



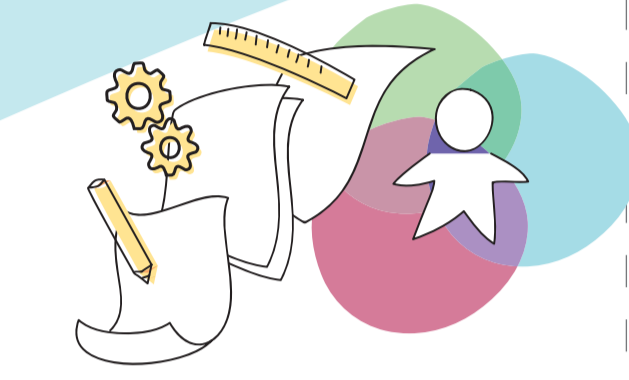
**3**  
**concept**

Solution space is explored and the scope and definition of the design strategy are traced. Here the principles that will make the design are defined.



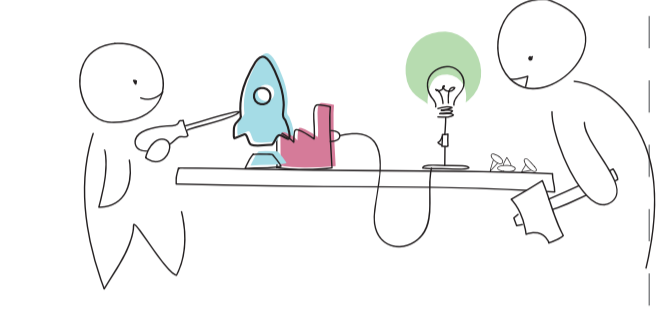
**4**  
**design**

Here the concept and principles are translated into holistic and integrated solutions that include the business, the organization and the customer channels.



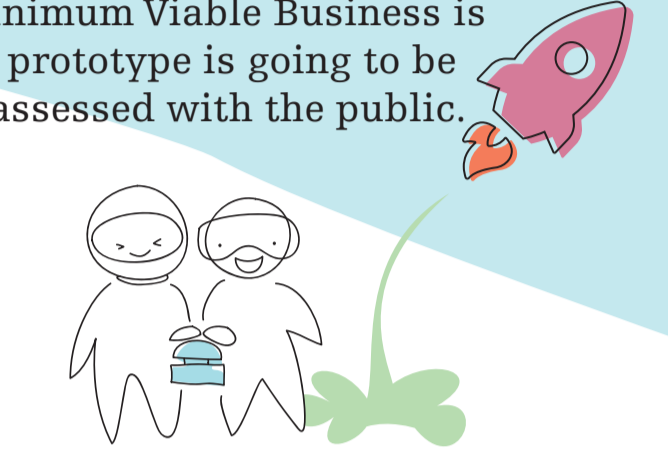
**5**  
**prototype**

Prototype often to learn fast. All the designs of the integrated solution have to be built and tested.



**6**  
**mvb**

Here the Minimum Viable Business is tested. This prototype is going to be tested and assessed with the public.



## benefits

The scope and **strategic goals** of the innovation project, and the necessary resources, are well defined from the start of the project.

When things along the project change, this initial set up will **help adapt the plans strategically**.

The exploration of the context from the customer perspective gives the opportunity to **identify areas for disruption**.

Rather than using research to validate a product idea, **research is used to explore** the rich context of customers lives.

By understanding underlying customers motivations and needs we find **opportunities to challenge conventions** and create new value for customers.

Customer insights and conceptual thinking are the basis for an **open exploration of the solution space**. Assumptions and conventions here are challenged.

**Concept creation is a holistic activity** where all elements of the future business' ecosystem are conceived in an integrated manner.

Here the concept is brought to life in the three dimensions of the ecosystem:

- The value proposition and **customer experience** with its channels and touchpoints.
- The **organization** that supports is set up, gathering the necessary capabilities and roles
- The **business model** through which the value of the new proposition is captured.

Prototyping early, often and quick gives the possibility to **test and understand** what can and has to be improved. Prototyping is essential to give customer something concrete to reflect and elaborate on.

Not only the product gets prototyped but **the whole ecosystem**: the customer experience (with channels and touchpoints), the business model (through cases and scenarios) and the organization (through role description and recruitment)

The **minimum viable business** is the result of the project: a complete testable prototype of the new business to learn everything possible for a successful launch.

Here customers can go through the total experience, the team can practice running it and the business impact can be validated.

## outcomes

Evaluation of current situation, what-if scenario hypothesis

Investigation of current situation and identification of areas for disruption to adjust the initial hypothesis

Pin pointing opportunities for disruption in the customer experience, brand vision and concept creation

Design of the content of all the touchpoints and the overall solution from the customer journey to the organization platforms

Fast iterative learning on all the touchpoints

Validation of the whole customer experience, presentation of the product to

Concretisation of new business' potential value

Validation of strategic advantage

Identification of brand vision applied to the business modeling.

Design of the business strategy and business model and mapping of business case

Fast iterative learning on the business assumptions

Validation of business impact based on the metrics decided.

Evaluation of assets and potential available

Research on current capabilities and stakeholders dynamics

Exploration of the capabilities needed to develop the new concept

Design of the internal organizations in terms of capabilities and systems

Fast iterative learning on the organization set up

Validation on the organization set up

## activities

Recruiting of possible customers pool

Customer research, customer insights, customer journey mapping, pain points mapping

LCP inspiration, definition of concept principles. Definition of customer-business-organizations touchpoints needed for the design.

LCP validation of concept. Design of the touchpoints (content of the swimming lanes) based on to the principles

LCP testing. Building of the swimming lanes, fast iteration on the design and testing

LCP installation and feedback loops to validate touchpoints

Risk assessment, lose/win scenario investigation, early business case building.

Market research, bench marking, research to assess business case assumptions

Definition of business strategy for the startup and business model principles

Making of the business strategy, model and case according to the vision

Refine business case assumption based on building experience

Assessing the business impact based on the metrics

Planning & budget for the project

Stakeholders mapping, research on capabilities involved in the existing situation

New organization setup and exploration of capabilities needed.

Mapping of the infrastructures, the systems and the interactions needed

Recruiting capabilities, set up the new organization capabilities

Team & systems alignment to run the new business

Learning goal setting, strategic and business goal questioning

Team set up, recommendations: work full time,work altogether from same location, find time to talk about the team's mood etc.

Does the concept meet the strategic and business goal? If not, what has to change, The concept or the goal?

Does the design convey the concept principles? What is the impact of the design on the principles? meet the strategic and organizational goal?

Are the goals expectations met and maintained?

What does it take to launch the new startup?