Change Diagram

1. Benefits			2. Change		13. Methods of Realisation	
Category	Directly to Company	By means of benefiting customers	Category	Action	Methods	Tools to Start with
Product Design	Lower bill of materials	Lower price of product	Material Adjustment	Less material	Eco-design, Cradle to Cradle	Life Cycle Analysis
Product Design	Lower bill of materials	Lower price of product	Material Adjustment	Material substitution	Eco-design, Cradle to Cradle	Life Cycle Analysis
Product Design	Lower bill of materials	Lower price of product	Material Adjustment	Use of recycled material	Eco-design, Cradle to Cradle	Life Cycle Analysis
Product Design	Volume discount	Lower price of product	Material Adjustment	Mono materials	Eco-design, Cradle to Cradle	Life Cycle Analysis
Product Design	Lower assembly cost	Lower end-of-life cycle	End-of-life & Recyclability	Design for disassembly	Eco-design, Cradle to Cradle	Life Cycle Analysis
Product Design	Cost reduction	Easier in use	?	Redesign working principle	Nature Inspired Design	Biomimicry
Product Design	Cost reduction	?	?	Rethink material	Nature Inspired Design	Biomimicry
Packaging & Transport	Lower cost	Lower price of product	Packaging & Transport	Less packaging materials	Cradle to Cradle, Systemic Design	Customer Journey Mapping
Packaging & Transport	Lower cost	Lower price of product	Packaging & Transport	Less packaging volume	Cradle to Cradle, Systemic Design	Customer Journey Mapping
Packaging & Transport	Lower transport cost	Convenience in delivery	Packaging & Transport	Reduce package size to fit postbox	Modular Design	Customer Journey Mapping
Production & Manufacturing	Less rejects	Increase quality	?	Simpler to produce	Design for supply chain	System Mapping
Production & Manufacturing	Reduce cost by Simpler to produce	Easier in use	Simplicity	Reducing design complexity	Design for Simplicity	Go Back to the Basics
Production & Manufacturing	Reduce cost	Lower price of product	Design for supply chain	simplifying assembly processes	Design for supply chain	?
Production & Manufacturing	Reduce cost of rejects	Lower price of product	Design for disassembly	Increase recyclability	Design for disassembly	?
Partnerships	Lower work (thus cost and time) in your company	Lower price of product	?	Joint investigation with partner of how function can be realised	Cradle to Cradle, Systemic Design	?
Partnerships	Increase knowledge in your company	?	?	Join a group, such as a startup incubator	?	Environment Mapping, Stakeholder Mapping
Partnerships	Increase sales with better brand	Quality through shared brand	Collaboration	Collaborate with a partner	Branding, Strategy	?
Marketing & Sales	Sell more by having a better company image	?	Leadership	Management shows visible involvement in global issues: environment, gender equality	Branding, Strategy	Roadmapping
Marketing & Sales	Increase knowledge in your company	?	Leadership	Proactive in industry associations	Branding, Strategy	Stakeholder Mapping
Marketing & Sales	Sell more by having a better company image	Recognise quality	Documentation	Scorecards/reviews	Systemic Design	Business Scoring
Marketing & Sales	Increase sales numbers	Findeability	Documentation	Internet	Branding	Search Engine Optimisation
Business Model Design	Reduce cost	?	?	Focus on the outcomes you want to provide, instead of the product means	Modular Design	?
Business Model Design	Upselling, instead of convincing to buy whole new one	?	life cycle optimisation	create modular functions	Modular Design	?
Business Model Design	replace parts when user requirements change	replace parts when new technology is available	life cycle optimisation	create modular functions	Modular Design	?
Business Model Design	don't loose money	?	life cycle optimisation	create modular functions	Modular Design	?
Business Model Design	Launches of new iterations/modules offer a marketing opportunity	?	life cycle optimisation	create modular functions	Modular Design	?
Business Model Design	New target group of customers	?	services	change delivery of value	Product Service Systems	?
Business Model Design	Higher Margin	Less barriers to product access	services	change ownership	Product Service Systems	?
Business Model Design	Decrease sales cost	?	services	sell updates, which can decrease effort into sales.	Product Service Systems	?
Business Model Design	Cheaper product will lead to more sales	?	services	Make a product cheaper for a user by being able to sell it to more (at once, or over a longer period)	Product Service Systems	?