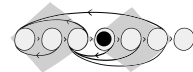


BLUE OCEAN TOOL & BUYER-UTILITY-MAP



Lewrick / Link / Leifer
The Design Thinking Toolbox
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Quick Guide: The *Blue Ocean Strategy* by W. Chan Kim and Renée Mauborgne helps to define a unique Value Proposition. The *Buyer Utility Map* defines the critical decision factors for users for the offer known today (= red ocean). Unused factors can be used in the future (= blue ocean).

More tips & tricks for this template on book page: 181

1 Problem statement

Brief description of the problem.



These critical factors are classified in the Buyer Utility Matrix and the critical decision factors are determined for the industry's range of products known today (red ocean). Definition which can be addressed to the unused factors (blue Ocean).

3 • Red ocean 4 • Blue ocean

New value curves with Four Actions Framework

Identify the main factors on which direct or alternative competition or the industry has focused so far.



Raise

Which factors might be raised?



Reduce

Which factors might be reduced?



Eliminate

Which factors could be eliminated?



Create

Which factors could be created?

Life cycle Benefit lever	Purchasing	Delivery	Use	Extension	Maintenance	Disposal
Productivity <i>Can productivity be increased?</i>						
Simplicity <i>Can simplicity create an advantage?</i>						
Convenience <i>Can comfort create value?</i>						
Risk <i>Can the risk situation be improved?</i>						
Fun & image <i>How can fun be increased or the image improved?</i>						
sustainability <i>How can sustainability be increased?</i>						

Findings

Create a new blue ocean value proposition.



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