Jennifer's

# Impact Design

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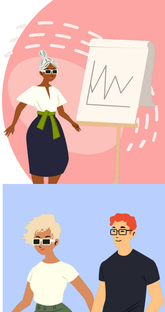

## Introduction

The d.MBA was an intensive six-week program focused on learning key business skills to leverage design thinking for business impact.

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## 1. Business Empathy

### Competitor Arena

When entering a new space, it's crucial to orient oneself in the competitive arena to clearly understand the current market dynamics.

Identifying the central customer goal reveals what customers are trying to achieve and helps uncover the problem space.

Competitors can be categorized as direct (offering the same product or service), indirect (addressing the same problem with a different product), and potential (emerging technologies or businesses that could solve the same problem in the future).

## 1. Business Empathy

### Value Chain

Players in a generic value chain include suppliers, producers, distributors, points of sale, and end customers.

## 2. Business Strategy

### Trade-Off Decisions

These are decisions where both options cannot co-exist. You can't climb two mountains at the same time without getting stuck in the valley. It's about choosing what to do and what not to do.

Once you are really clear about which mountain you want to climb, then you can make all the other adjustments to amplify that decision.

## 2. Business Strategy

### Blue Ocean

This strategy is a combination of low cost and differentiation, focusing on lowering costs in less important areas while investing in key factors that drive greater value.

By creating a new market space, it reduces or eliminates competition, effectively playing in a completely new dimension.

## 3. Business Models

### Designing & Testing Business Models

When designing a business model, first we want to capture the current model, identify the current problems and opportunities, then draw inspiration from other successful models, and generate multiple variations to explore new possibilities.

To test a business model, we start by identifying the riskiest assumption—whether related to viability, desirability, or feasibility—to address the weakest link first. Next, we set a clear, testable hypothesis, design an experiment, define a main metric for success, and establish the scope of the test.

## 3. Business Models

### Ecosystem Map

Visualizing how the actors interacting with or within a company contribute to creating, delivering, and capturing value can help identify key challenges and areas for improvement.

## 4. Numbers Prototyping



### Spreadsheets

Numbers are a powerful prototyping tool for surfacing assumptions, justifying investments, estimating project scope, and more.

## 5. Business & Design Metrics



### Hypothesis-Driven Design

Business is inherently risky, requiring us to make assumptions about the future. To navigate this uncertainty, we aim to identify and systematically test these assumptions. HDD turns design into a systematic approach for business challenges.

Start every project by defining a primary and secondary goal. Identify the main goal we aim to achieve and further identify what we are not willing to compromise to achieve it.

Next, develop problem hypotheses and solution hypotheses for each problem. Design tests to determine what evidence will accept or reject these hypotheses. This process is iterative, allowing for continuous refinement based on the results.

## 6. Design Your Impact



### Design As A Scientific Approach To Business

Design is like a laboratory. The ideas floating around are the hypotheses. Prototyping and customer research help evaluate which ideas hold potential, reducing risks and uncovering opportunities for significant impact.

The only way to validate an idea is to test it. Testing provides directional insights into which ideas to develop further and which to abandon. This approach allows for rapid refinement while minimizing mistakes."

## A New Vantage

My goal is to design impactful solutions that harmonize business and user goals. The d.MBA has helped me forge a lens of business and market empathy, enabling me to approach challenges from a fresh vantage to achieve this balance.

Learning about business design has amplified my experimental and entrepreneurial mindset. I aim to leverage this business knowledge in tandem with design thinking to drive innovation, prototype novel ideas, and shape the future.





## Thank You!

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