

Systems Approaches we talk about today

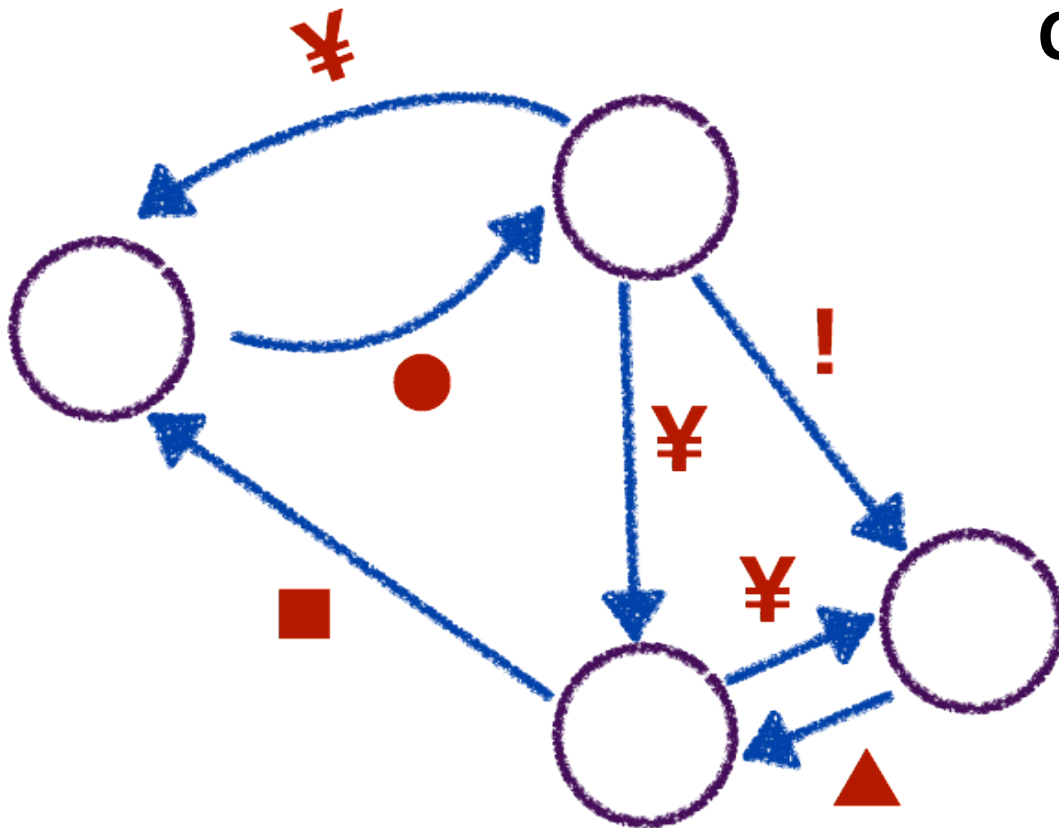
- **Function and Physical Architecture**
 - function and physical viewpoints
 - functions and physical structures
- **Value Graph (upper half)**
 - purpose and alternative viewpoint
 - higher purposes/value and alternative ideas
- **Causal Loop Diagram**
 - cause-and-effect viewpoint
 - causes and effects
- **Customer Value Chain Analysis (CVCA)**
 - value chain viewpoint
 - stakeholders and their values

Customer Value Chain Analysis

顧客価値連鎖分析

- **Customer Value Chain Analysis (CVCA)**

- value chain viewpoint
- stakeholders and their values



CVCA can clarify;

Who are the stakeholders?

How does value flow?

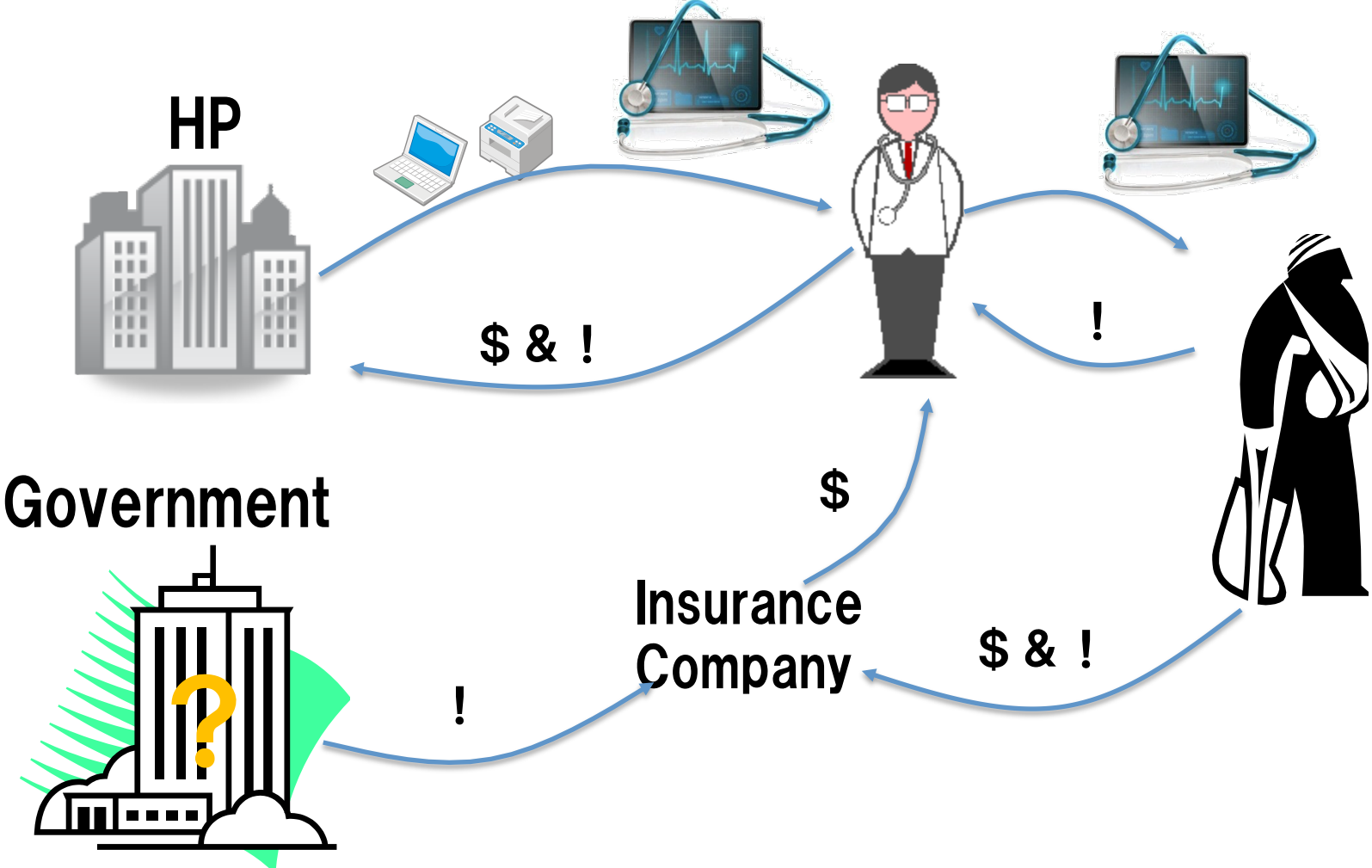
How does material or energy flow?

How does information flow?

Who you should designing for?

Who is your important customers?

HP : Electrocardiographic Monitor (心電モニタ)



CVCA Steps

1. Identify important **Stakeholders**

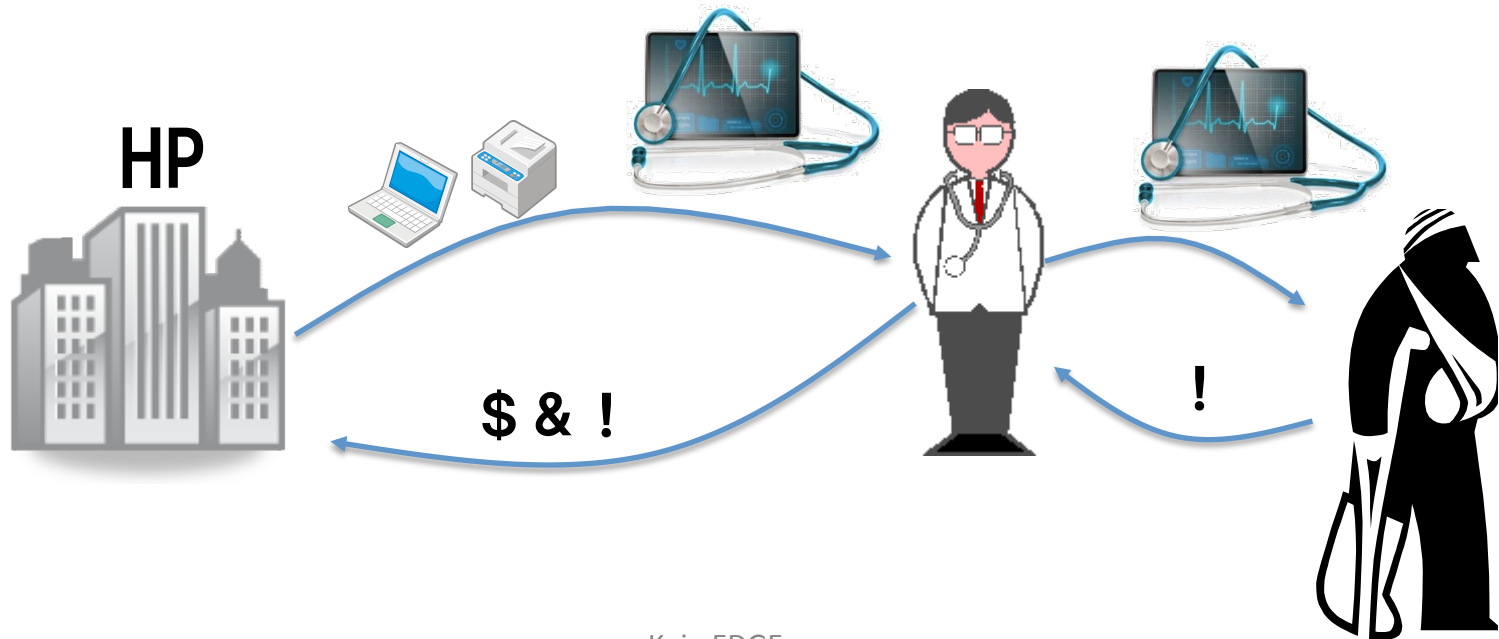
- Users, Payers, People around user, Business partners, Authority, etc.



CVCA Steps

2. Identify **value flow** between stakeholders

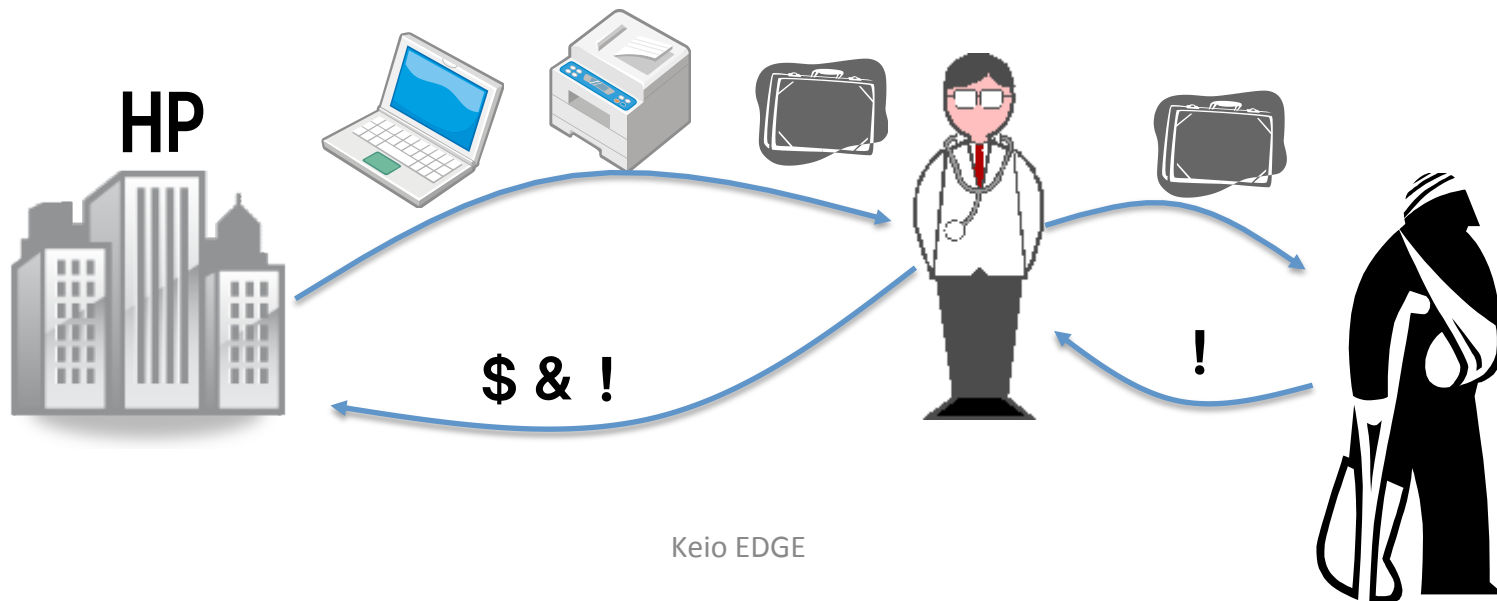
- “\$” for money, capital
- Icons for product, service and information
- “!” for claims, regulations



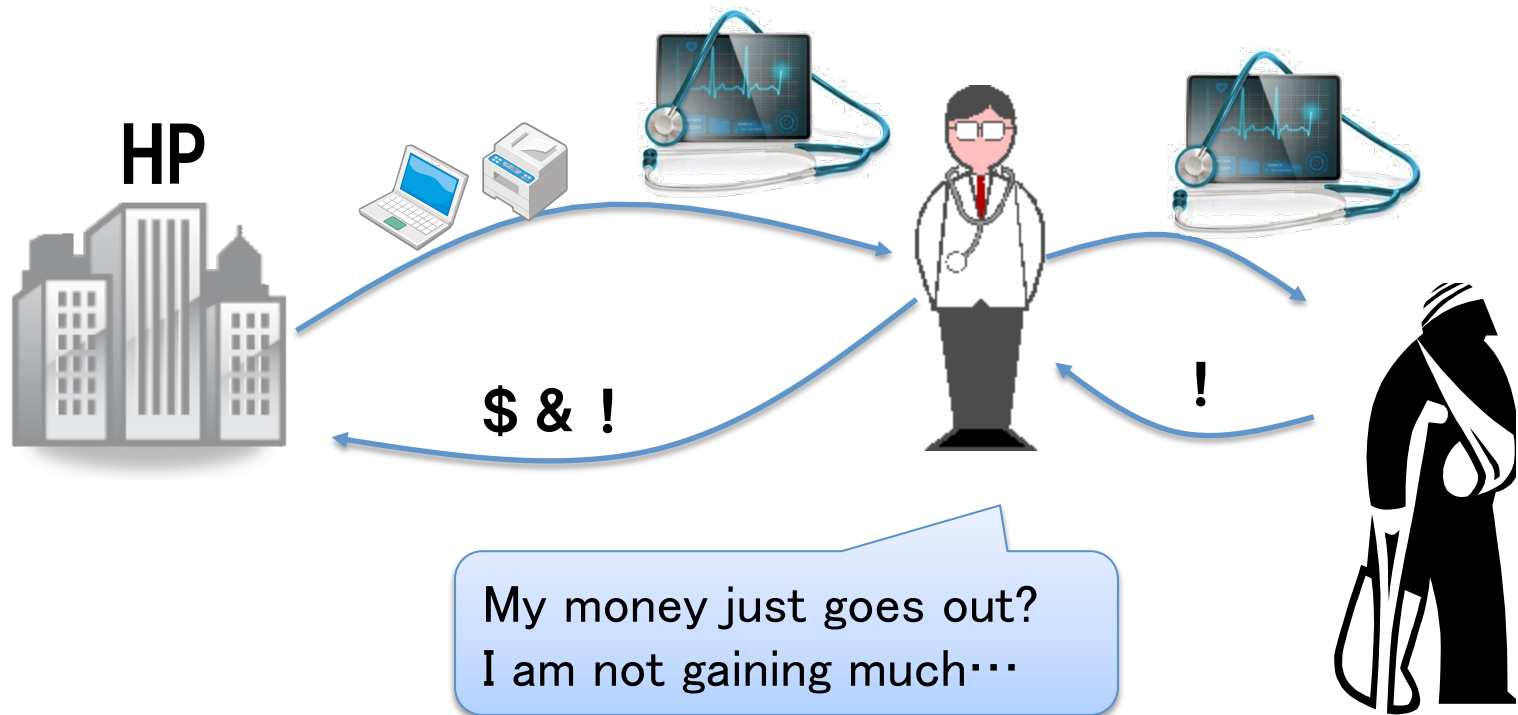
CVCA Steps

3. Perform **analysis**

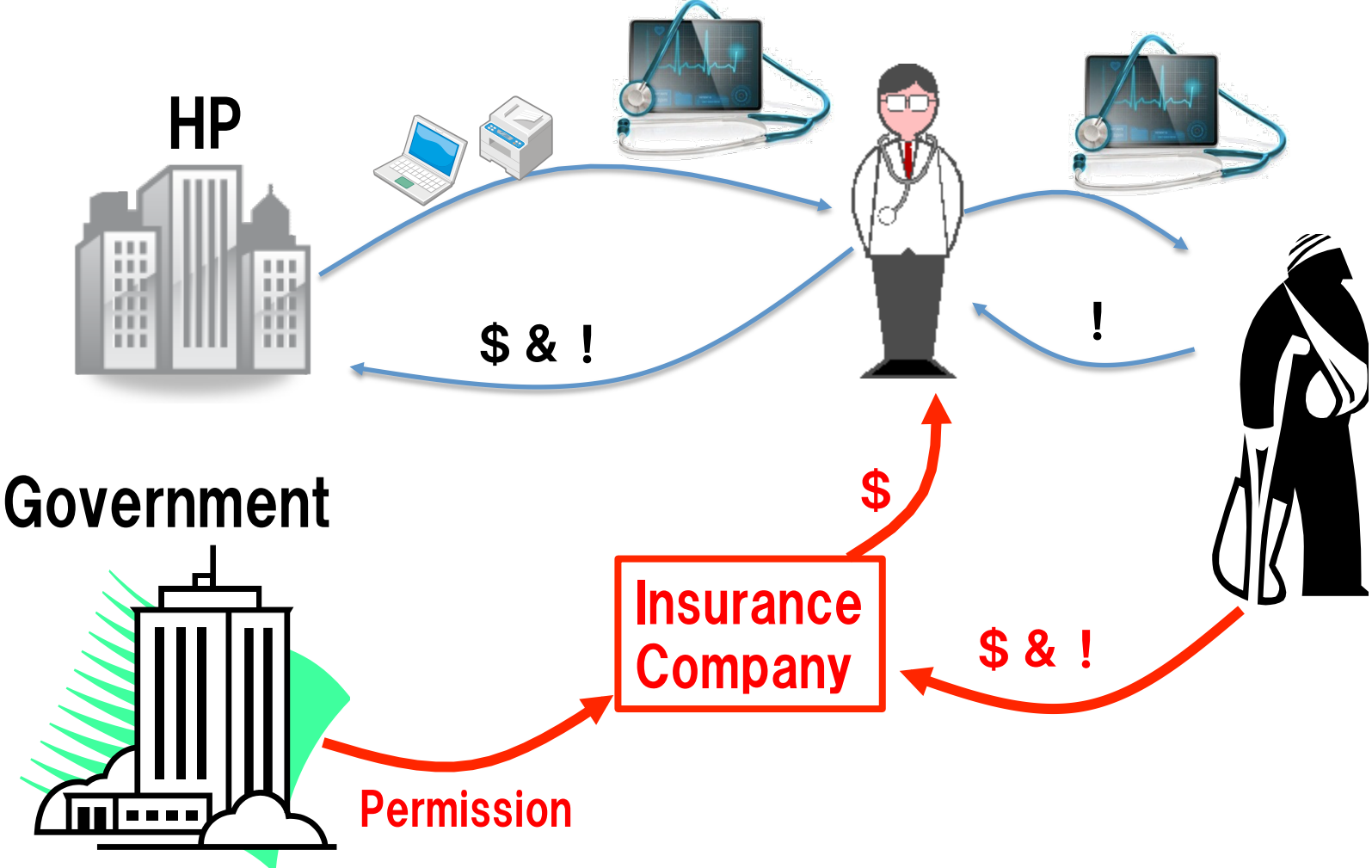
- Who is important customers? : Trace \$ and !
- Value balance? : Input and output
- Negative effects?



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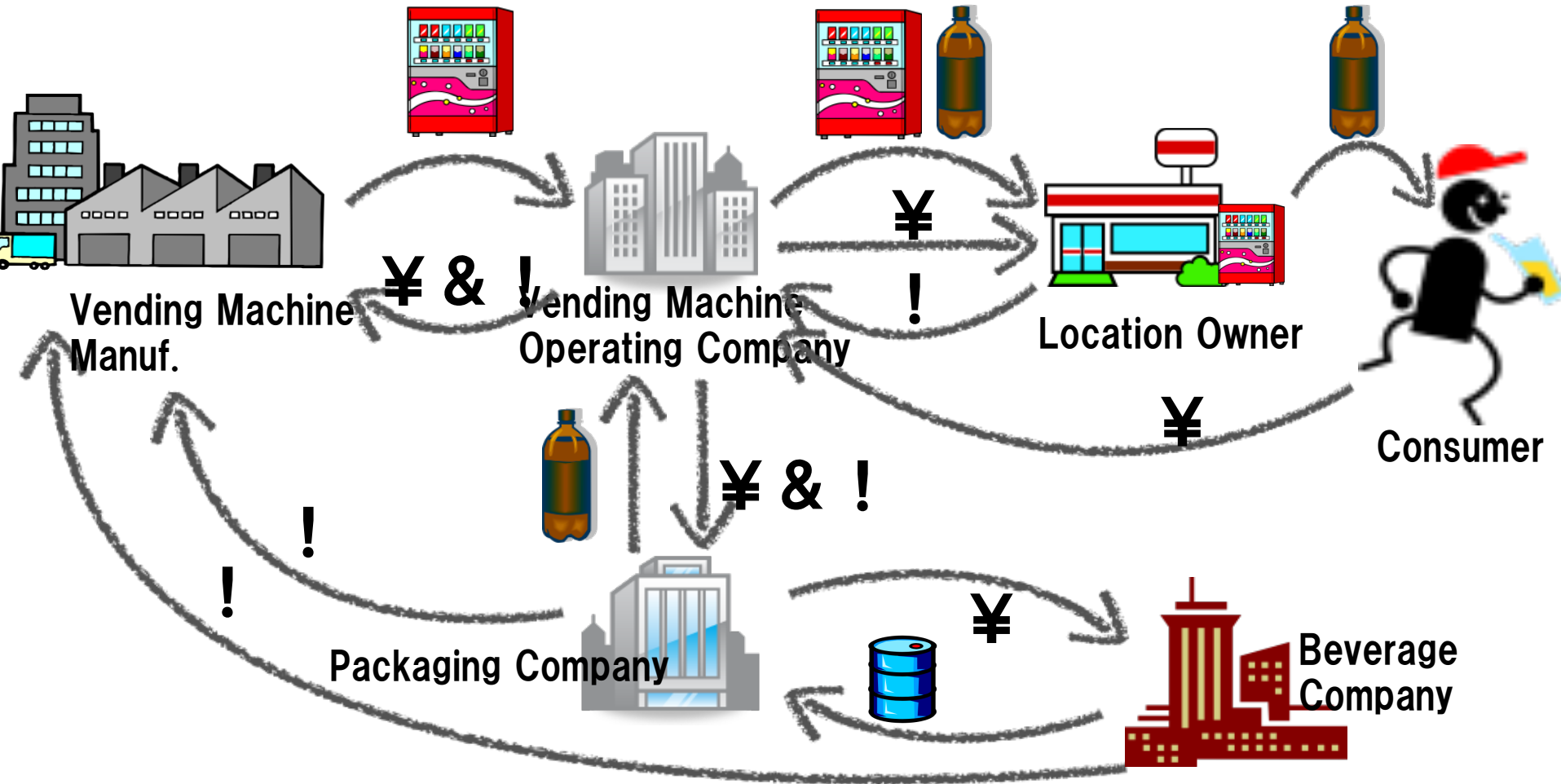


HP : Electrocardiographic Monitor (心電モニタ)



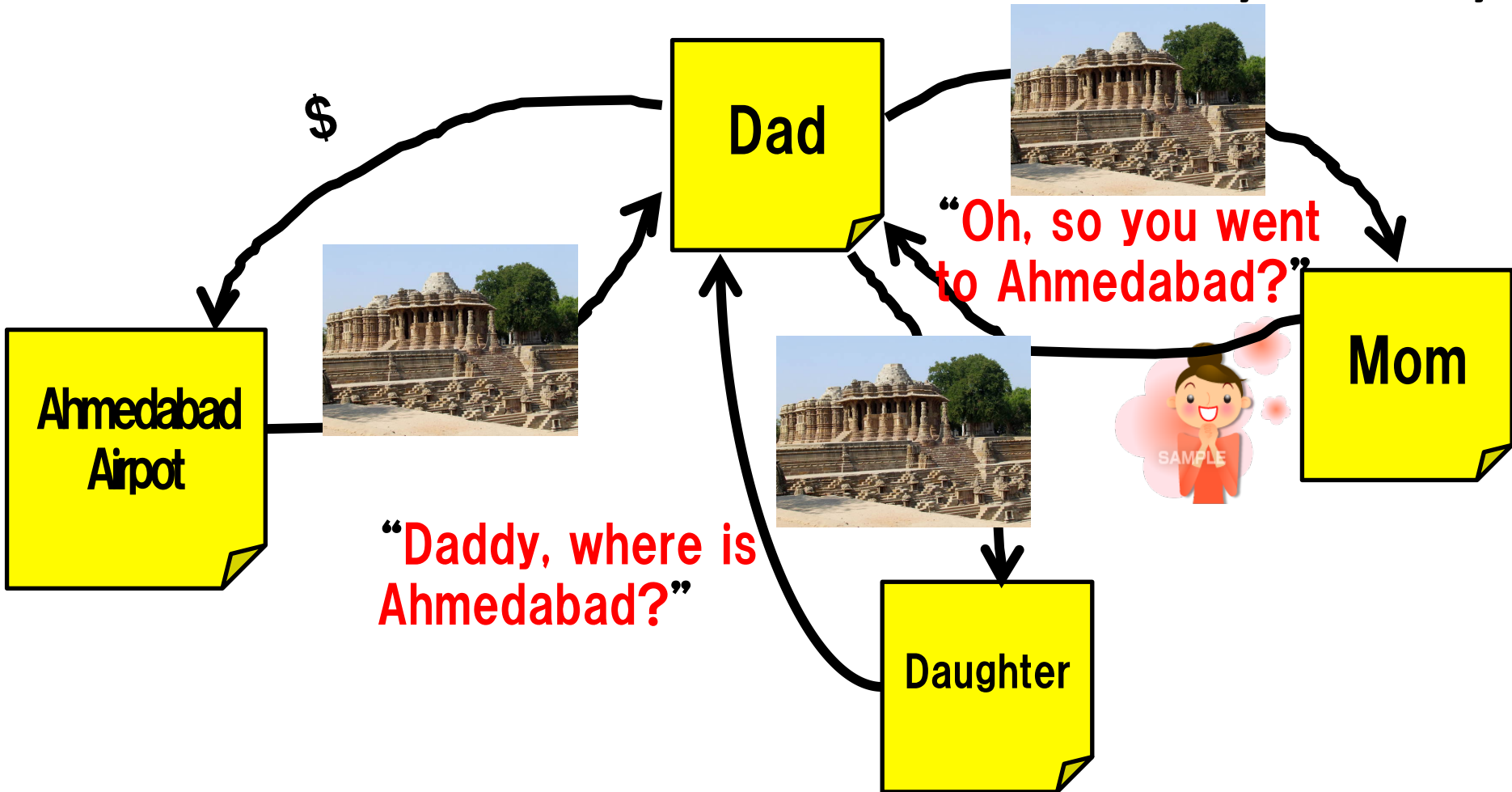
Example

Vending Machine



Example

Souvenir from Ahmedabad for my family

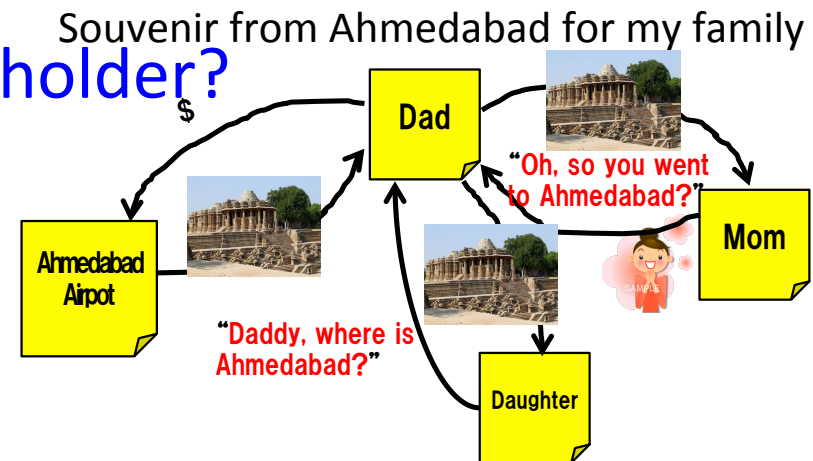


Values are not always tangible
They often are **intangible**

CVCA Exercise 1

- **Discuss and create CVCA** of one of your concepts or ideas.
- Consider the **values that are not only money and goods/services.**

- Who are main stakeholders?
- What are values for the stakeholder?
- How is the value chained?



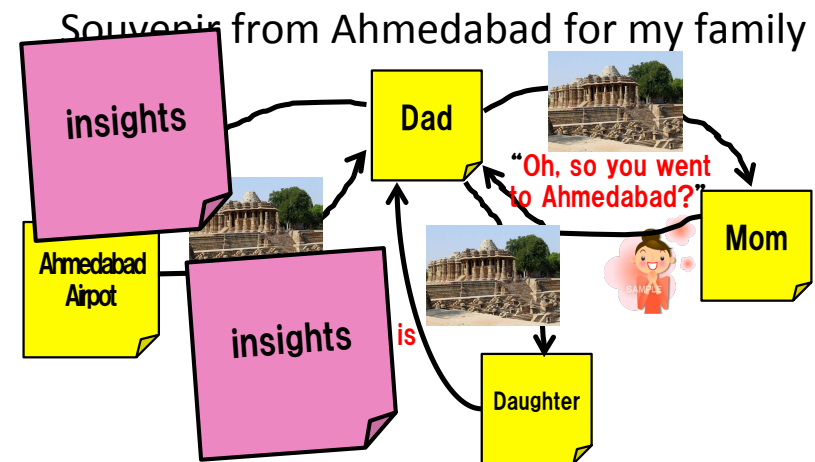
Visualize value chain so you can discuss, modify, and make it as a part of innovative solution!

Exercise

CVCA Exercise 2

- Discuss about your CVCA session. Both process and output.
- Write down **interesting finding** and **new questions found** during the discussion. They may be important insights.

- All value flows okay?
- Any chance for new value?
- Any chance for less or more stakeholders?



Visualize value chain so you can discuss, modify, and make it as a part of innovative solution!

Systems Thinking

- As a **whole** and a **part**
- **Interrelationship**

- **MECE** boundaries
- Multiple **viewpoints**
- Level of **abstraction**

Why Systems Approach beneficial for entrepreneurs in global context?

Systems approach is

- to understand ***exactly what you need to do.***
- to provide a ***valid solution.***
- to ***leverage*** on existing solutions.
- to deal with ***complexity, scale, and dynamics.***
- to tackle ***domain free.***
- to ***design and implement*** your solution ***right.***

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