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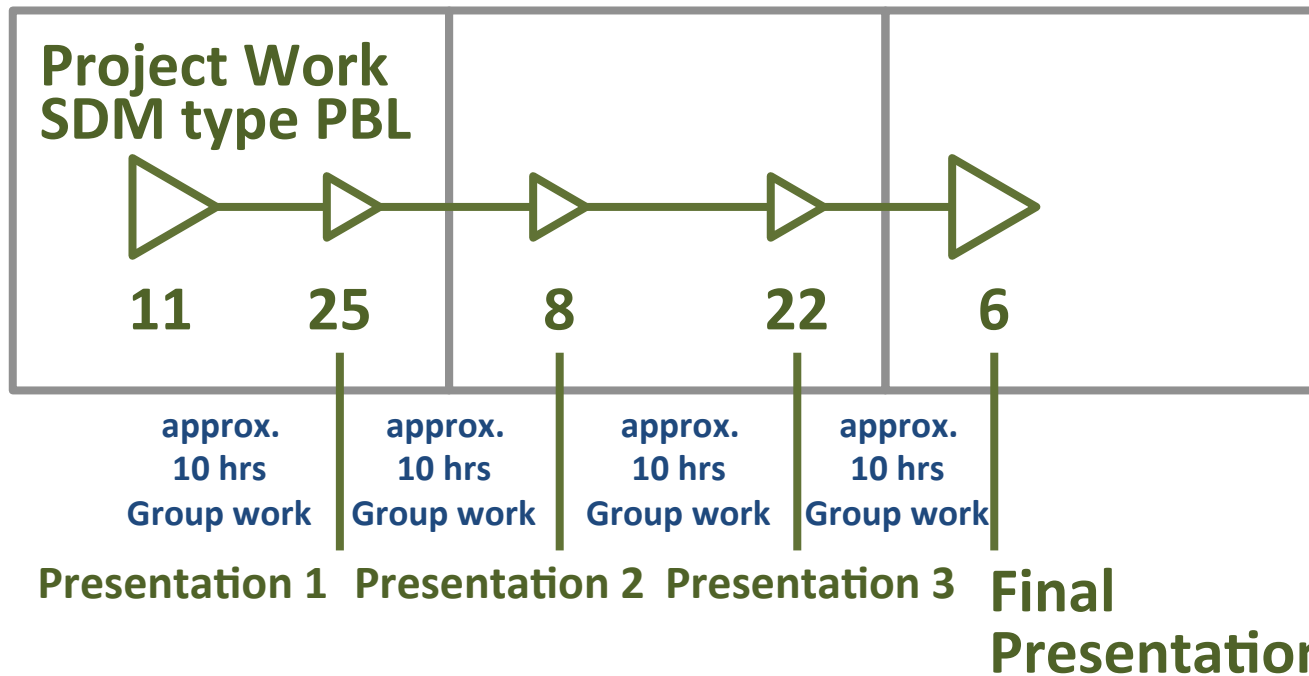
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EDGE Program funded by MEXT
Keio University
Global Innovator Acceleration Program
2015
Project Work SDM type PBL
#3

Graduate School of System Design and Management
EDGE Program Team

Keio EDGE Program Project Work: SDM type PBL Schedule

October November December



Keio EDGE Program
Project Work: SDM type PBL
Common Context

Healthcare

- You can re-define if necessary.
- This is neither a requirement nor a constraint.
- This is a starting point for your discussion.
- At the end I want you to convince your audience that this is *a healthcare related solution*.

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Project Work: SDM type PBL

New Value Creation Process “Big Picture”

- Basic **building blocks** for your new value creation.

problem
definition

design
principle

functional
design

physical
design

use-case

value
proposi-
tion

unit
econo-
mics

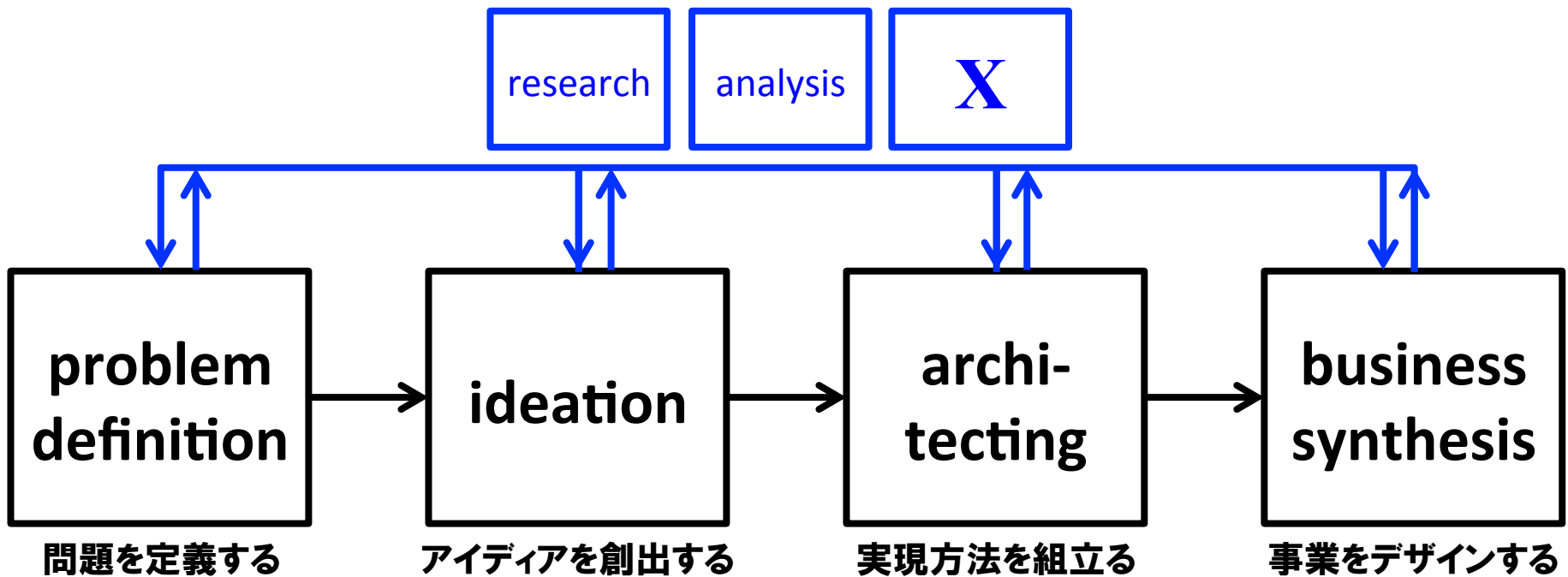
marketa-
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Basic Project Framework



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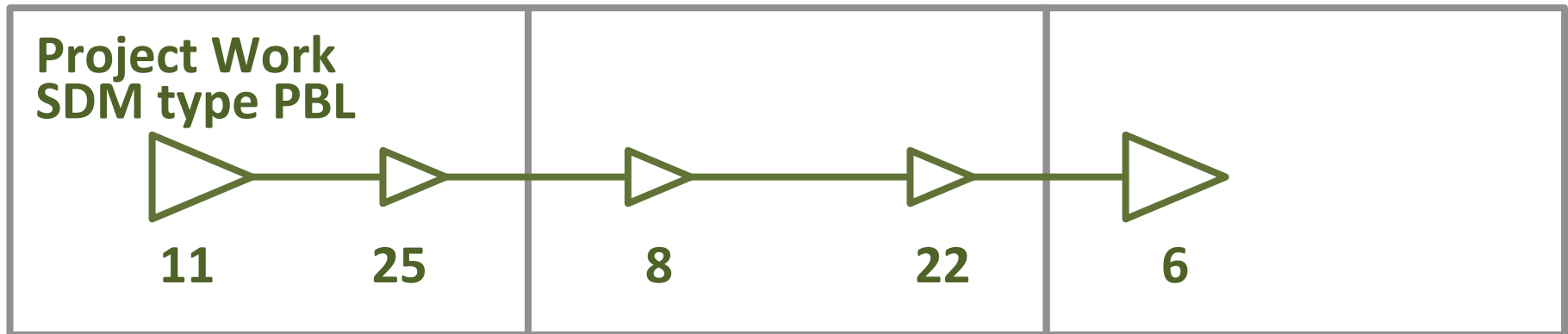
Project Work: SDM type PBL

In-class Activity

October

November

December



problem
definition

business
synthesis

problem
definition

problem
definition

Final
Presentation
for PBL

ideation

ideation

ideation

architecting

architecting

architecting

business
synthesis

business
synthesis

Keio EDGE Program

Project Work: SDM type PBL

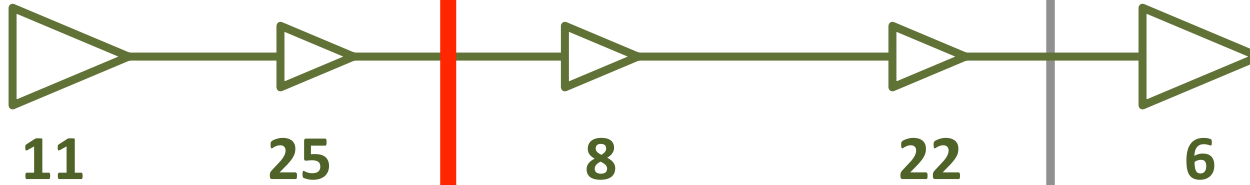
In-class Activity PBL #1 & #2

October

November

December

Project Work
SDM type PBL



problem
definition

business
synthesis

problem
definition

problem
definition

Final
Presentation
for PBL

ideation

ideation

ideation

architecting

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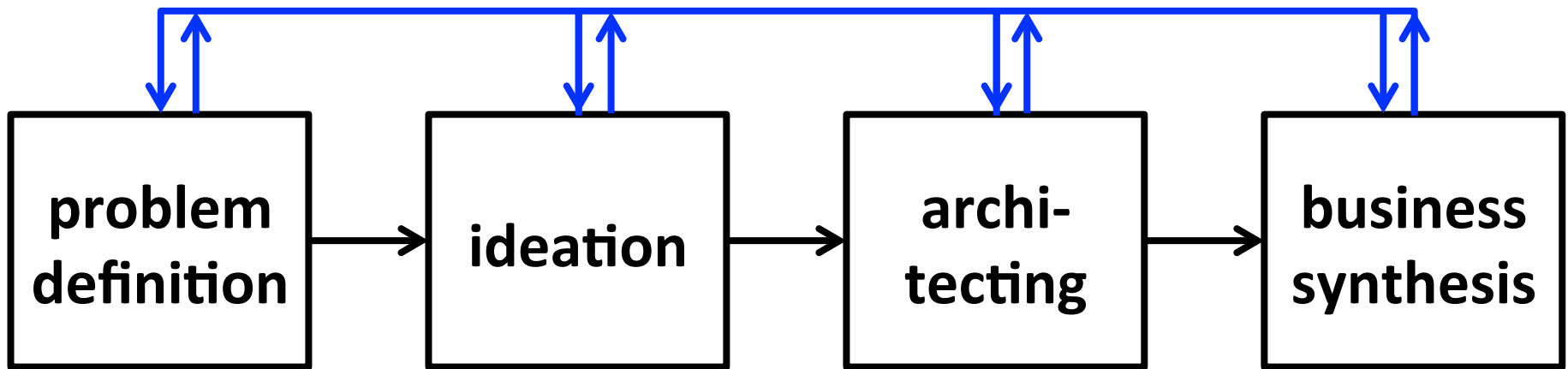
business
synthesis

business
synthesis

2015 *1st iteration*

at least Keio EDGE *at least*
2nd iteration *3rd iteration*

PBL #1 & #2

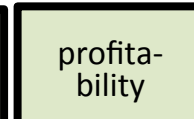
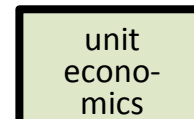
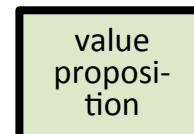
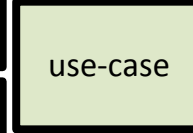
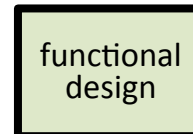
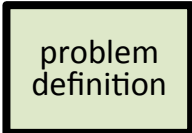


問題を定義する

アイデアを創出する

実現方法を組立る

事業をデザインする



Keio EDGE Program

Project Work: SDM type PBL

In-class Activity

- Tentative schedule of October 25th, November 8th, 22nd :
 - **9:30 - 11:30** Team presentations and discussions
 - **11:30 - 12:00** *Lecture or Group work*
 - **13:00 - 18:00** *Group work* and/or consult with instructors

Presentation: 20 minutes

- 10 minutes presentation
 - Your **problem definition**
 - Your **solution** (highlight: **overview & value created**)
 - Your design principle or **most important insight**
 - Your solution's **architectural design**
 - Your solution's **core value** and **value chains created**
 - Your solution's **growth prospective**
- 10 minutes Q&A
 - Instructors and peer teams will ask questions.
 - ***All questions are intended to improve your design process and outcome.***
 - You can ask questions to the instructors too.

for this afternoon

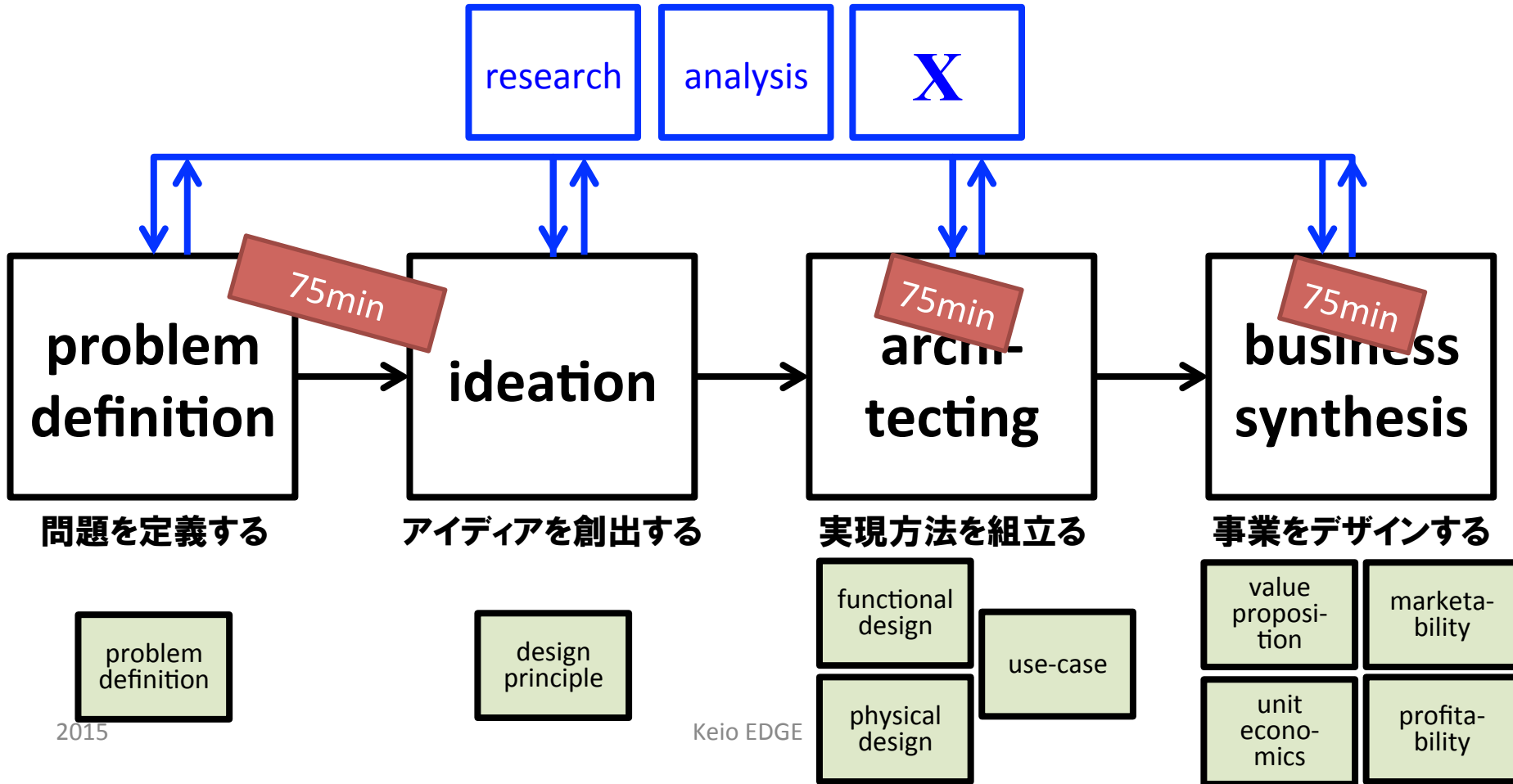
PBL #3

This is just a suggested time table. You can choose what to work on.

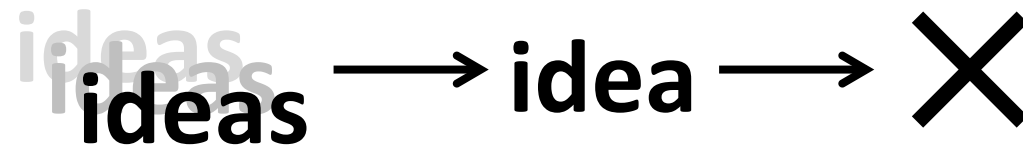
13:00	14:15	75分	10	Group Work
14:15	14:25	10分	11	Break
14:25	15:40	75分	12	Group Work
15:40	15:50	10分	13	Break
15:50	17:05	75分	14	Group Work
17:05	17:15	10分	15	Break
17:15	18:00	45分	16	Presentations

PBL #3

This is just a suggestion. You can choose what to work on.



Iteration?



Iteration?

ideas → idea → X

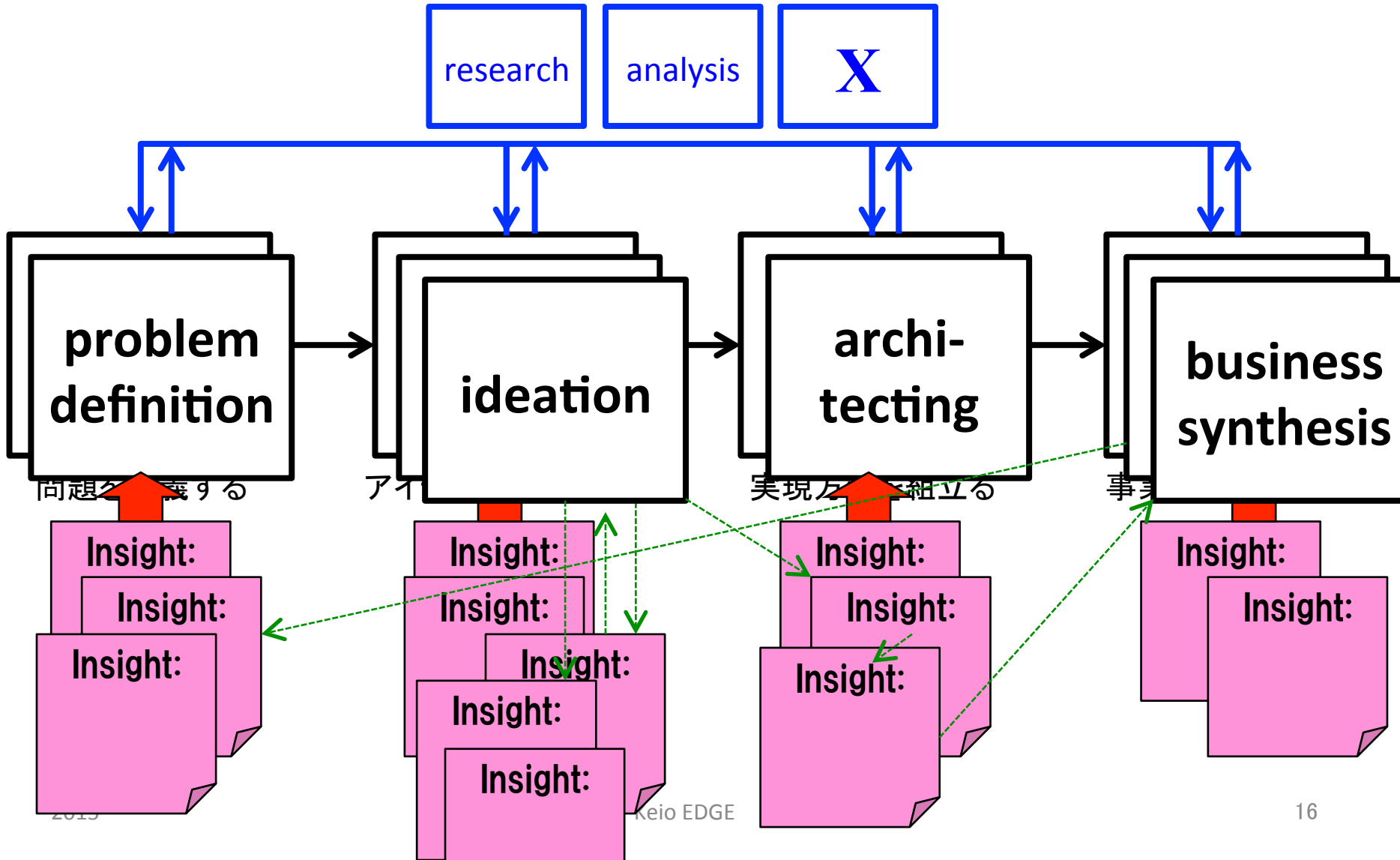
ideas → idea → X

ideas → idea → X

ideas → idea → X

...

Iteration?



iteration?

- Find ***insight*** from your discussions, outputs, and outcomes.
- Let insight(s) helps you to iterate.
- Utilize one or multiple insights to develop your problem definition, idea, architecture, and business. Use them as your *building parts*.
- **Your solution is built around your favorite/
strongest/unique *insight*.**

What does *insight* taste like?

unusual but **interesting**

unfamiliar but **convincing**

Combat Support!

- Kane will join your group work today.
- 1 team, 13:00 – 15:00.
- For other teams, I can join you the following days and time slots.
 - **Nov. 14th (Saturday)**
13:00 – 15:00, 15:30 – 17:30
 - **Nov. 15th (Sunday)**
10:00 – 12:00, 13:00 – 15:00, 15:30 – 17:30