

INSITER STAKEHOLDERS WORKSHOP

Value proposition from
a stakeholder perspective



INSITER STAKEHOLDERS WORKSHOP

28 May 2018
Enschede, the Netherlands



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INSITER STAKEHOLDER workshop

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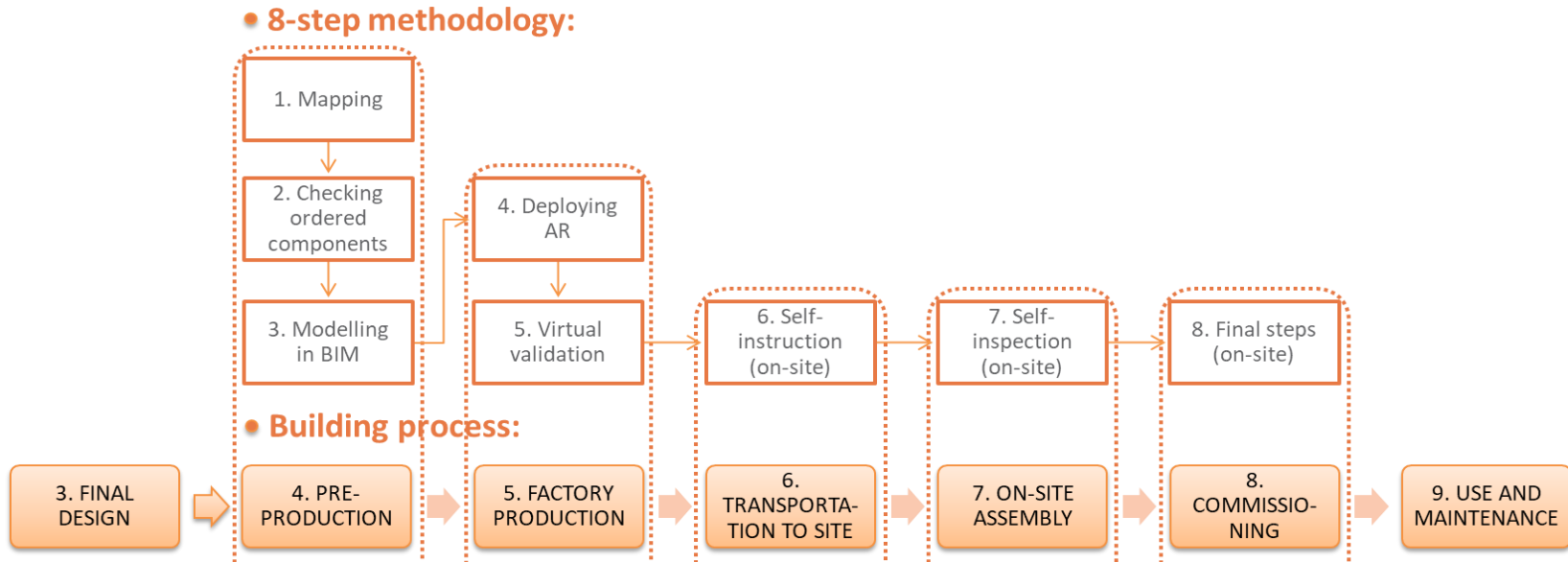


INSITER

INSITER INTUITIVE
SELF-INSPECTION
TECHNIQUES



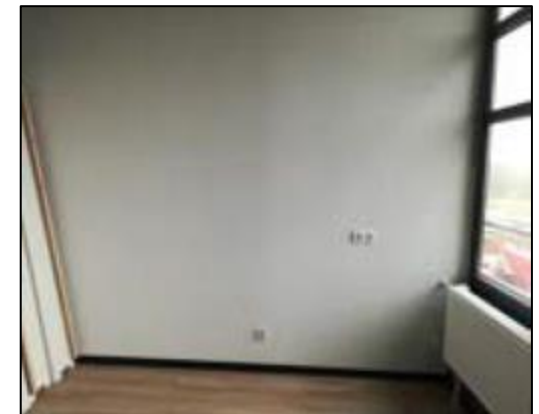
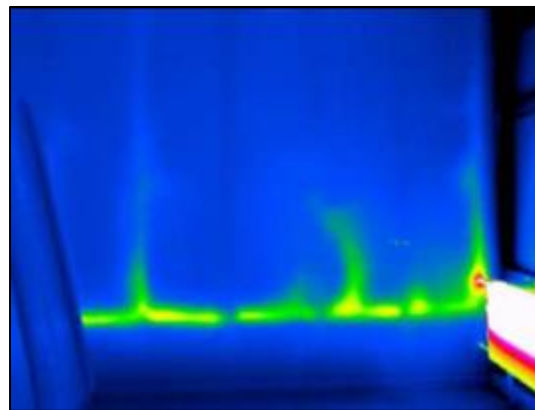
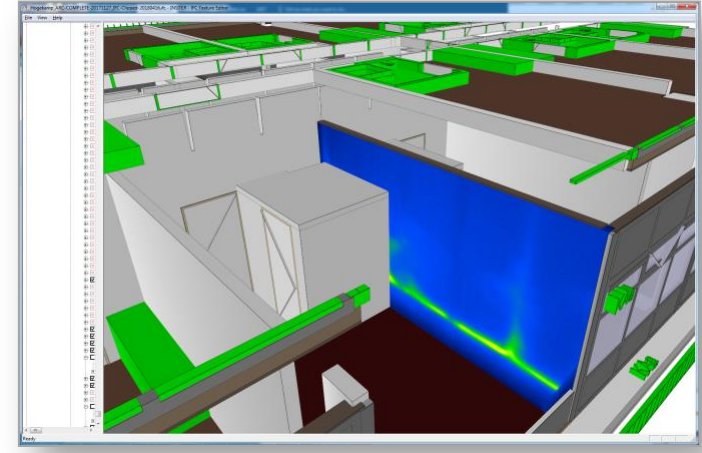
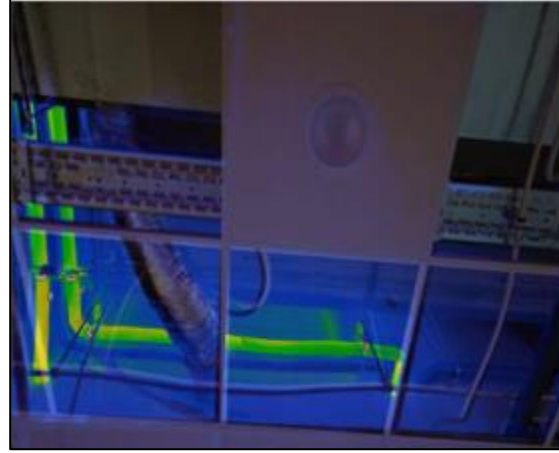
INSITER EXPERIENCE & THE 8-STEP METHODOLOGY



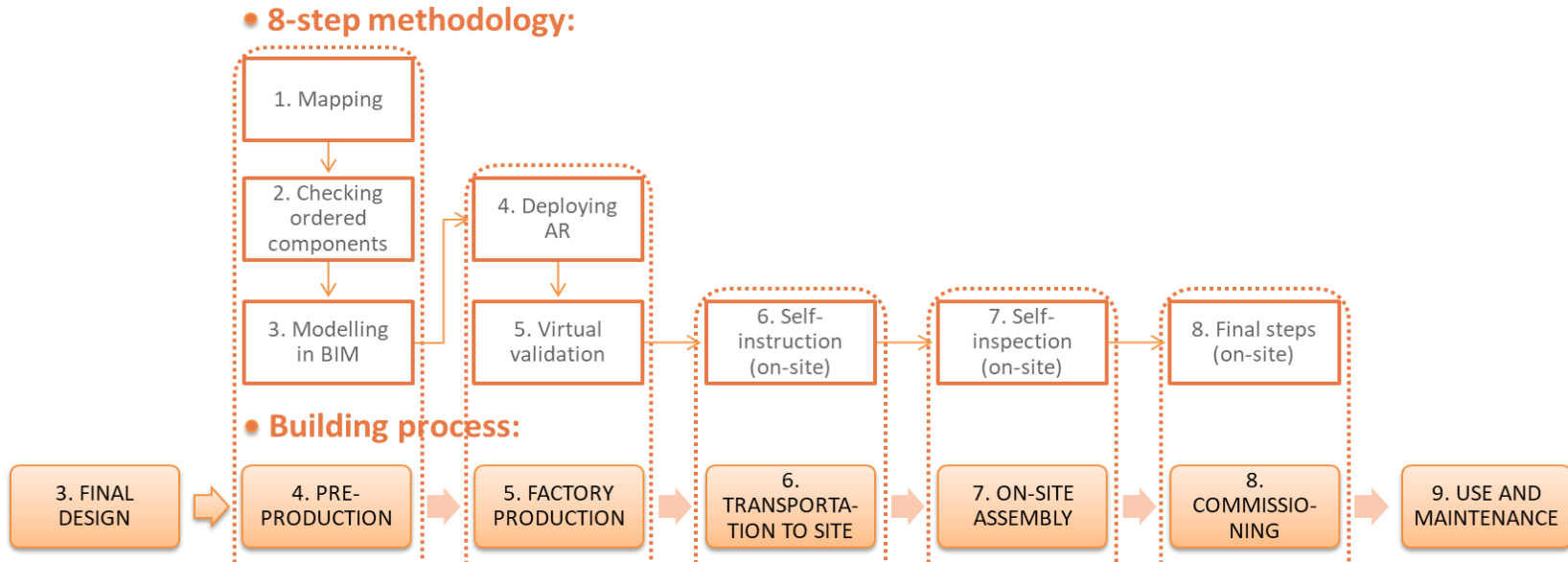
Use case: MEP/HVAC installation (inside the building)

Explanation of the Augmented Reality, interactive discussions

INSITER EXPERIENCE & THE 8-STEP METHODOLOGY



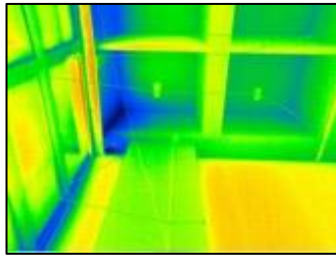
INSITER EXPERIENCE & THE 8-STEP METHODOLOGY



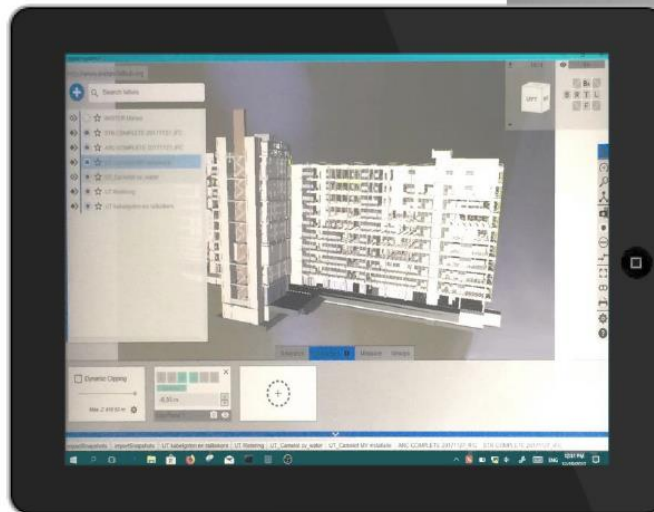
Use case: glazed façade installation (outside and inside the building)

Explanation of the Guideline App, interactive discussions

INSITER EXPERIENCE & THE 8-STEP METHODOLOGY

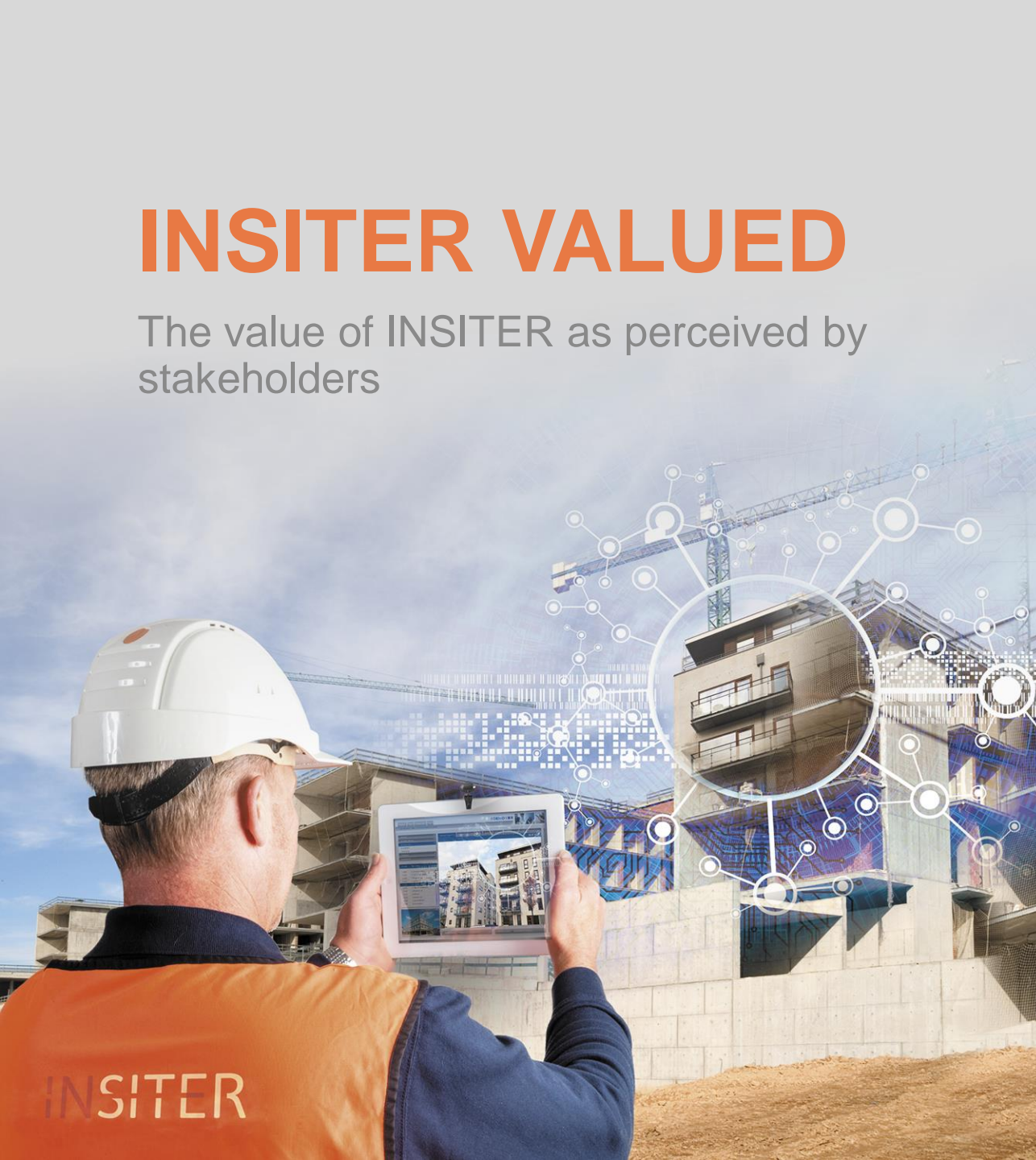


reference: Enschede demonstration building



INSITER VALUED

The value of INSITER as perceived by stakeholders



INSITER

INSITER INTUITIVE
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THE VALUE OF INSITER FROM STAKEHOLDER PERSPECTIVE

You're holding more than a book,
it's the first step to design, test and deliver
what really matters for your customers.

Value Proposition Design

By Alex Osterwalder, Yves Pigneur,
Greg Bernarda, & Alan Smith
Designed by Trish Papadakos



From the team behind
Business Model Generation,
the global bestseller of over
1 million copies in 30+ languages

 **Strategyzer**

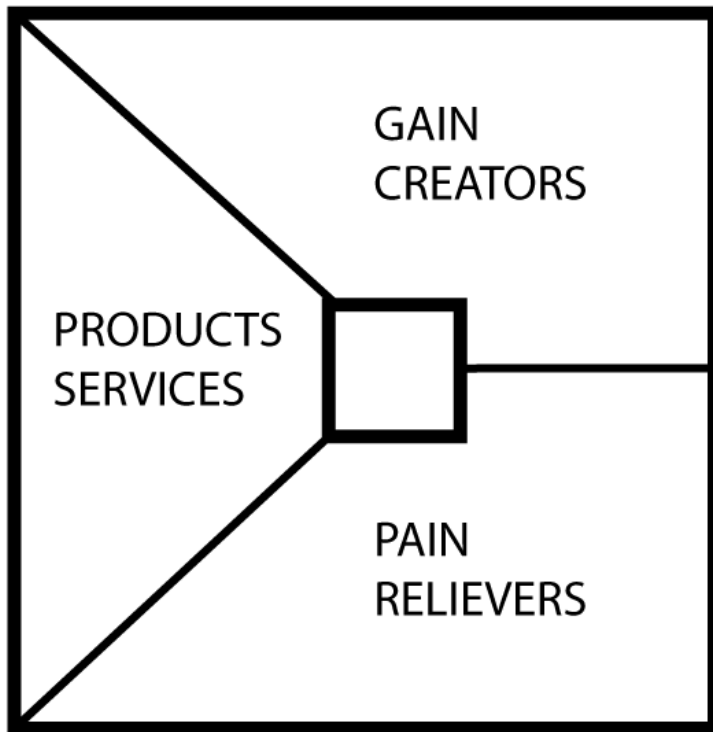
WHAT IS A VALUE PROPOSITION?

... the combination of
products and services
that create value
for a particular customer segment.

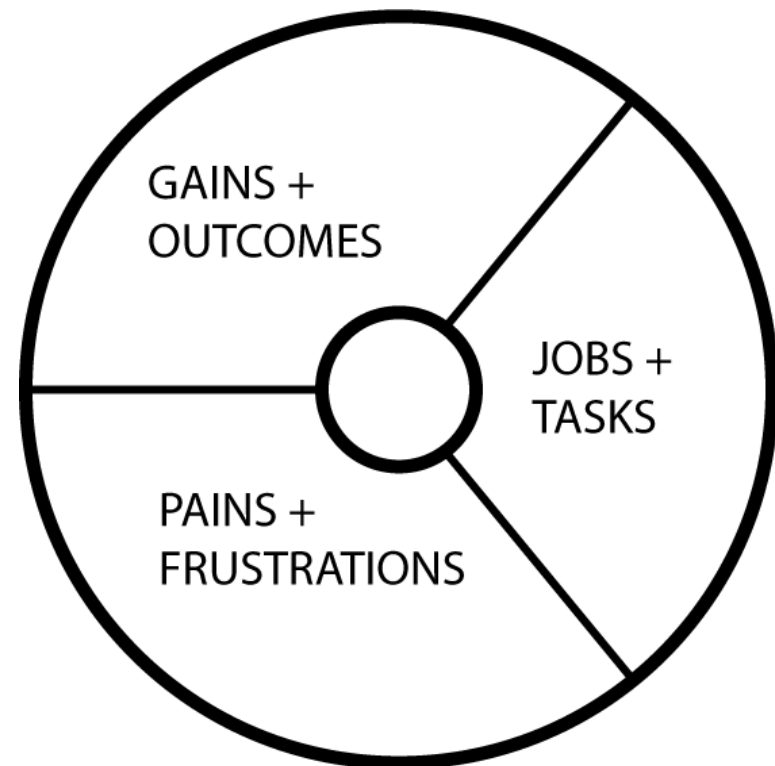


WHAT IS A VALUE PROPOSITION-MAP?

... the combination of products and services that create value for a particular customer segment.

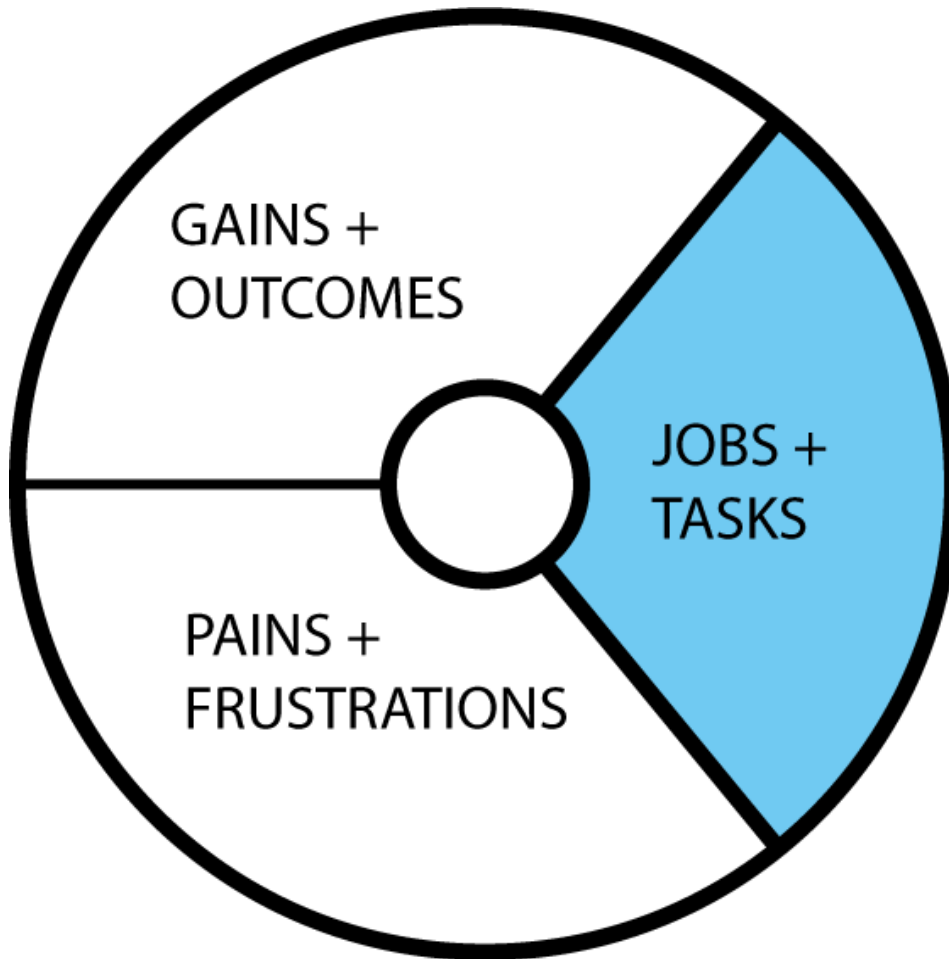


Value Map



Customer Profile Map

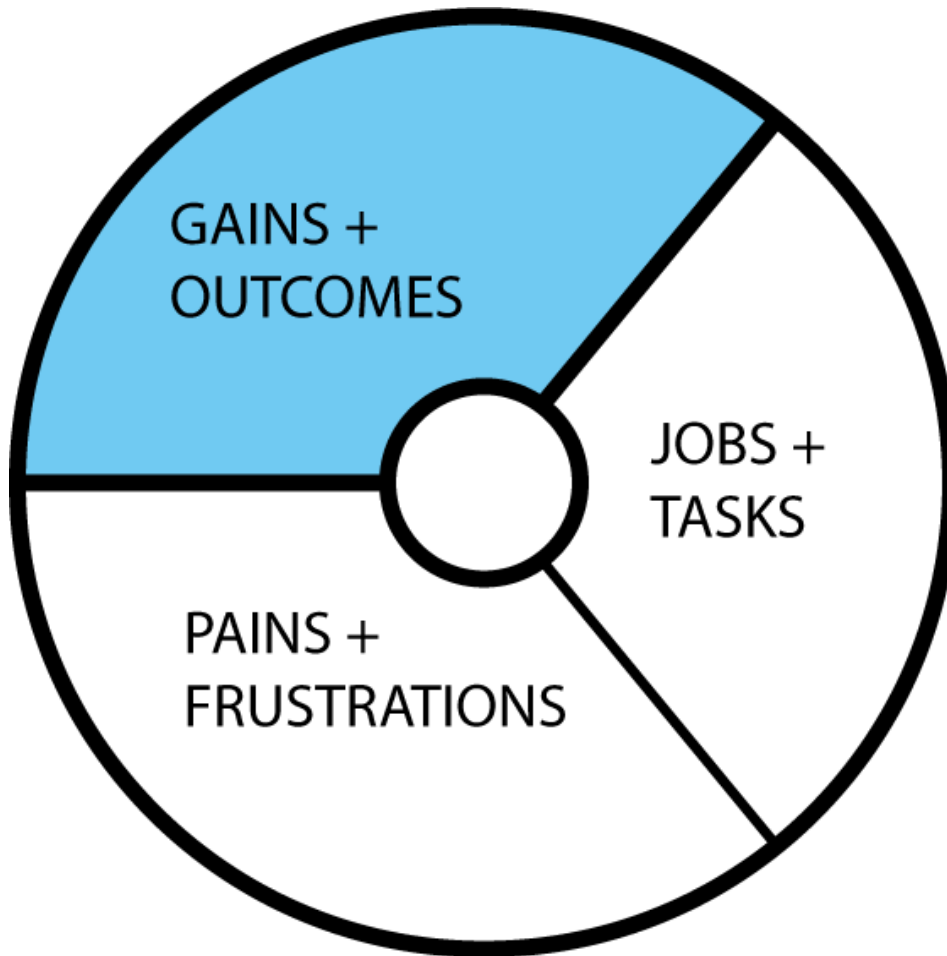
JOBS & TASKS TO BE DONE



What things are you or your team trying to get done?

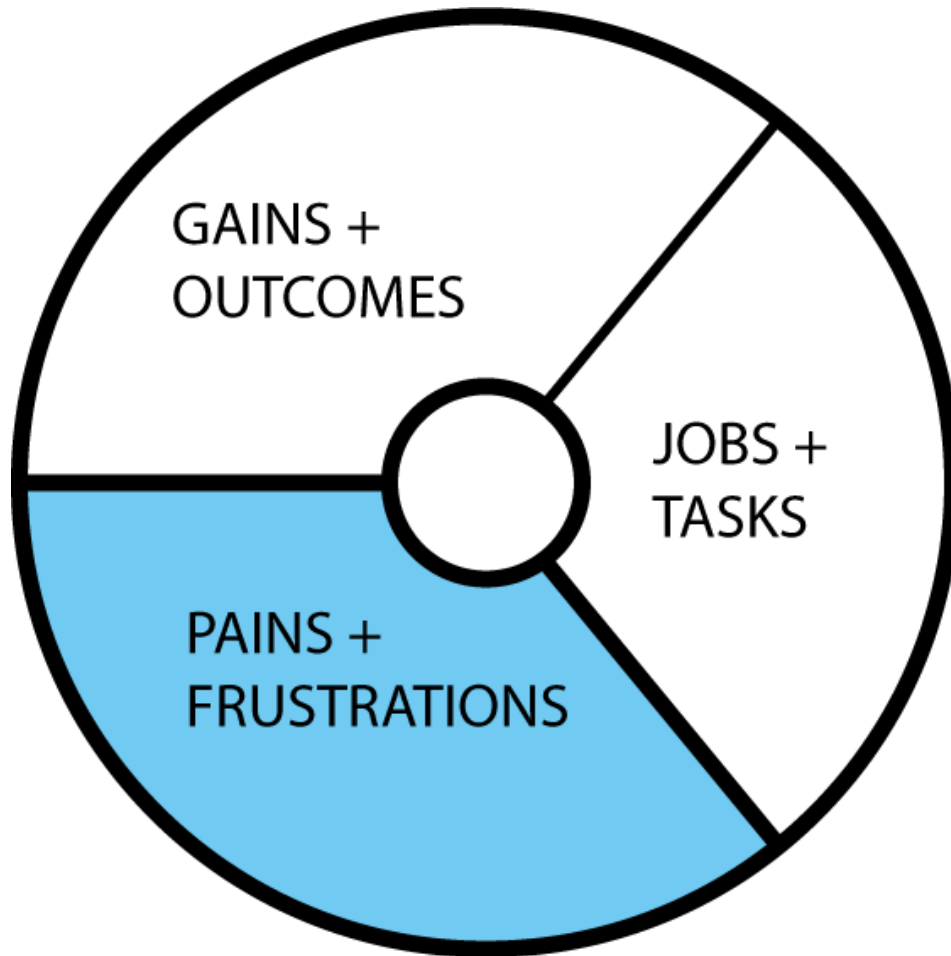


GAINS & OUTCOMES



What the outcomes or benefits that you or your team want?
(e.g. social gains, positive emotions, cost savings)

PAINS & FRUSTRATIONS



What annoys or prevents you or your team from getting the jobs done?



CUSTOMER PROFILE MAPPING

1. Jot down jobs (in group, 15m)
2. Jot down pains (in group, 15m)
3. Jot down gains (in group, 15m)

One point/idea per sticky note

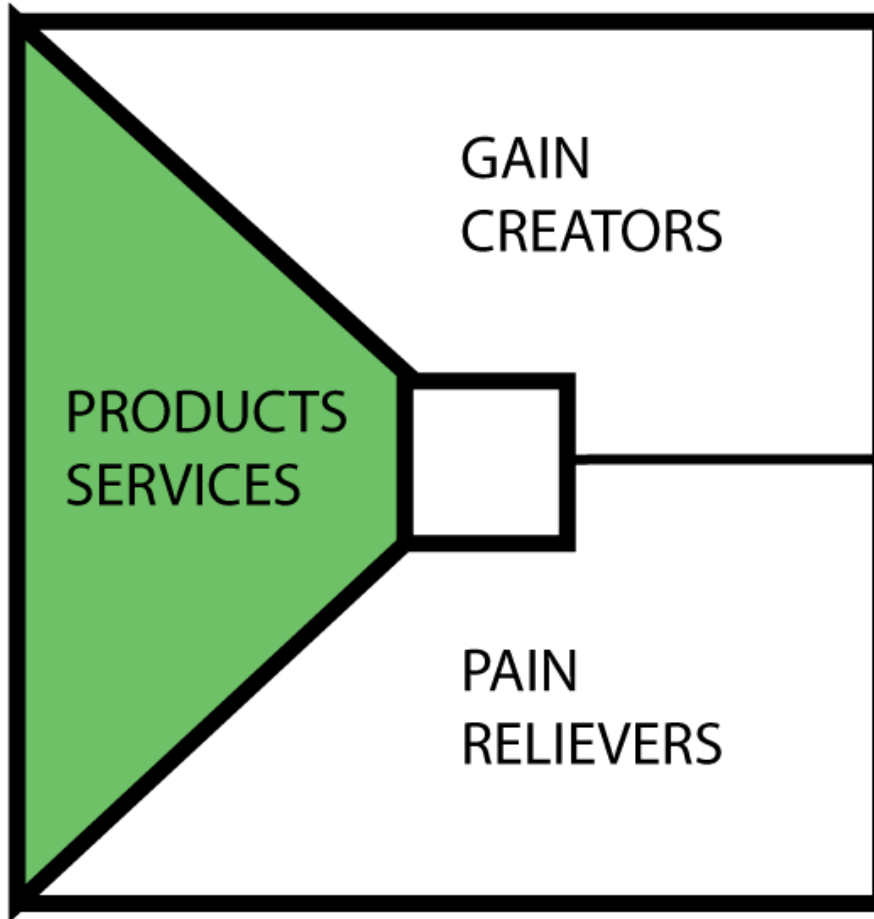
Add notes to the customer profile map

If time allows

Share the most interesting ideas (plenary, 15m)



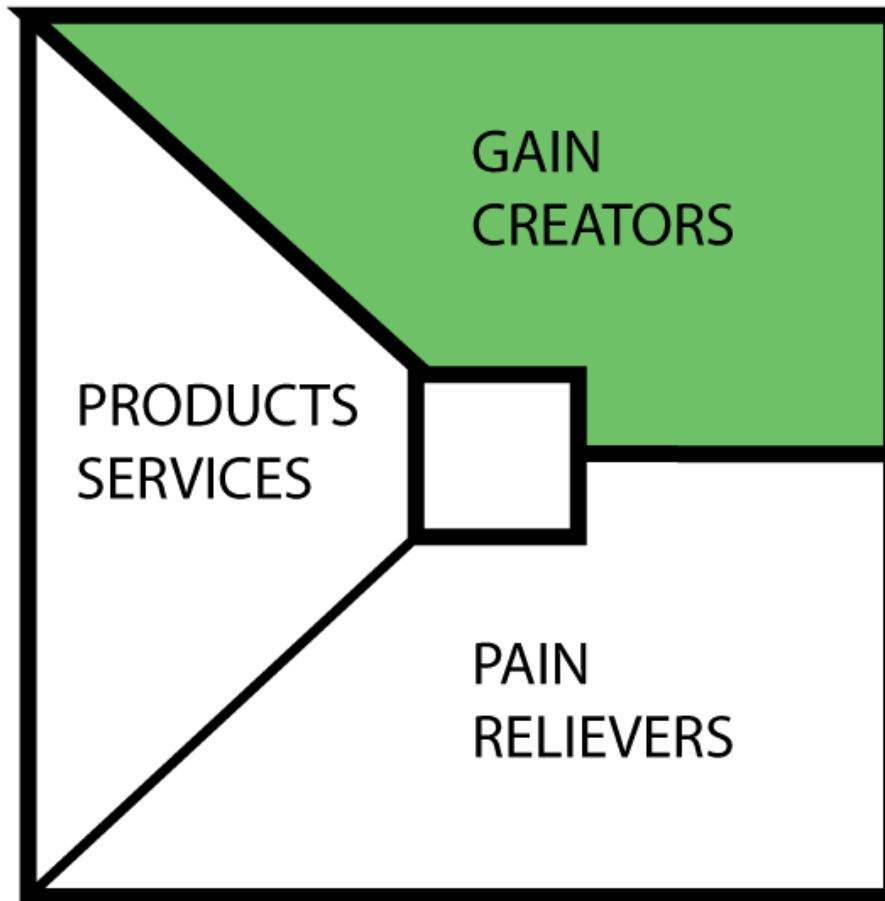
PRODUCTS & SERVICES



What INSITER tools or services would you or your team be interested in?



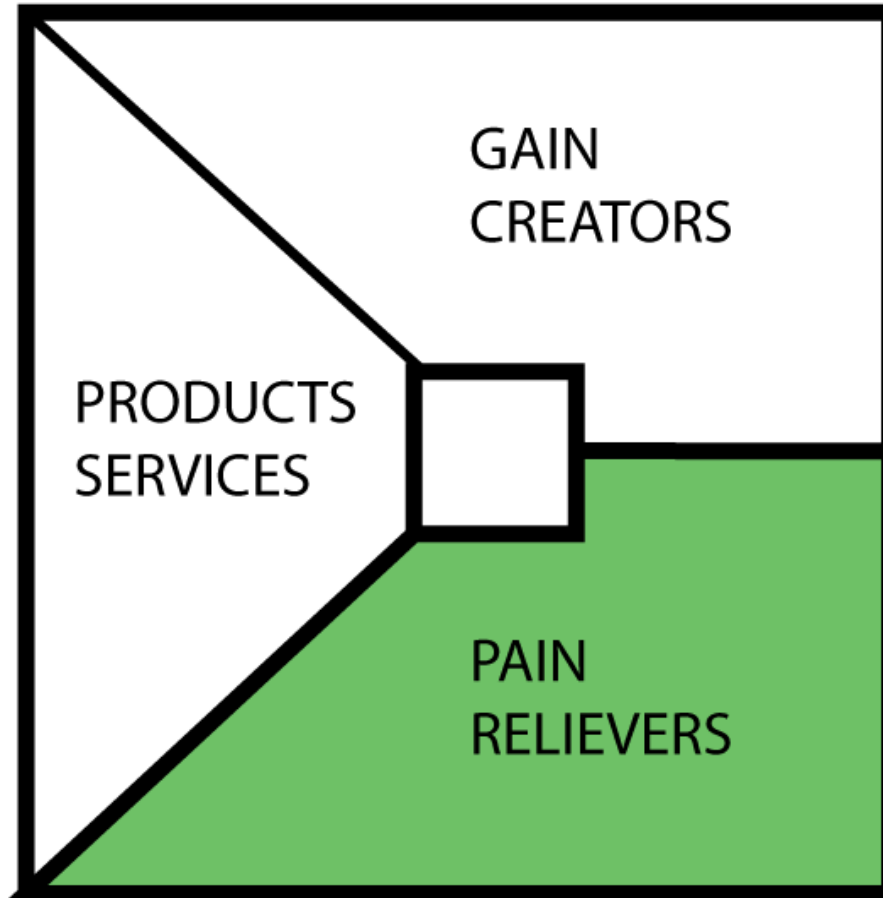
GAIN CREATORS



How do INSITER tools or services create gains?

How will INSITER tools produce the outcomes you and your team wants?

PAIN RELIEVERS



How do INSITER tools or services alleviate pains of you or your team?

How will INSITER tools or services reduce the frustrations when realising and maintaining nZEB quality?

CUSTOMER PROFILE MAPPING

1. Jot down INSITER products and services (15 minutes)
2. Jot down pain relievers (15 minutes)
3. Jot down gain creators (15 minutes)

One point/idea per sticky note

Add notes to the customer profile map

If time allows

Share the most interesting ideas (plenary, 15m)



28 May 2018

INSITER STAKEHOLDER Workshop

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COLOPHON



INSITER



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TECHNIQUES