



€ Design | Measuring Design Value



communication toolkit - canvas

COORDINATOR:



PARTNERS:



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Hungarian Intellectual
Property Office



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CAMBRIDGE

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Bundesministerium für
Wirtschaft, Innovation und Technologie

1

innovation field

in what field did your organisation introduce innovations, during the last three years?
(choose one product card)

 goods	 services
 processes	 marketing methods

2

perceived value

how do customers perceive your product (good or service)?
(place utility cards in functional, social and emotional scales, according to how strong the focus of your product is on the respective utilities)

note: the sum of the three should be 100%



what functions can be performed?

machinery, pharmaceutical, or chemistry industries are good examples of organisations with a strong focus on functional utilities.

these organisations use patents as innovation protection and are often technical, product, and/or brand leaders.

100%
80%
60%
40%
20%



how am I perceived by others?

mobile, automotive, or home appliances industries are organisations with a strong focus on social utilities.

they use industrial designs, copyrights and trademarks to protect their innovations and are often brand leaders and work on the brand experience and branded technologies.

100%
80%
60%
40%
20%



how does it make me feel?

fashion industry, healthcare services, or event planners represent organisations with a strong focus on emotional utilities.

they use industrial design rights, copyrights and trademarks to protect their innovations and can be style leaders and work on brand experience.

100%
80%
60%
40%
20%

3

innovation

what are your organisation's innovations?
(choose the innovation cards according to the innovation field selected)

note: place the green face of the card if your organisation has innovated and red, if not

4

specialists

for the implementation of innovations stated in task 3, indicate the type of design resources that best describe the resources that your organisation has used.
(place the specialist cards whether they refer to in-house or outsourced services or both)

note: designers may be specialised in engineering, software, ergonomics, electronics, industrial products, interface, service, web, process development, user interfaces, production engineering, graphics, branding, or strategy
note: leave it empty if no specific design resources were used

GP	

5

competitive advantage

how competitive is your offering in comparison with that of your competitors?
(place green rating cards according to your performance in each topic)

note: if your organisation/company has multiple products in different market segments, please answer for the dominant or most significant portfolio that best characterises your business

significantly better	significantly more up to date or attractive	very strong brand identity	significantly better	significantly higher
slightly better	slightly more up to date or attractive	strong brand identity	slightly better	slightly higher
about the same	about the same	about the same	about the same	about the same
slightly worse	slightly dated or unattractive	weak brand identity	slightly worse	slightly lower
significantly worse	very dated or unattractive	very weak brand identity	significantly worse	significantly lower
Technical performance or functionality (e.g. efficiency, precision, speed, accuracy, etc.)	Style and aesthetics (e.g. how the product or service looks, its appearance, shape, graphics, etc.)	Brand identity (e.g. how strongly customers associate with the brand or overall image of the product, etc.)	Delivery to customers (e.g. speed of delivery, responsiveness, efficiency, etc.)	Sales price

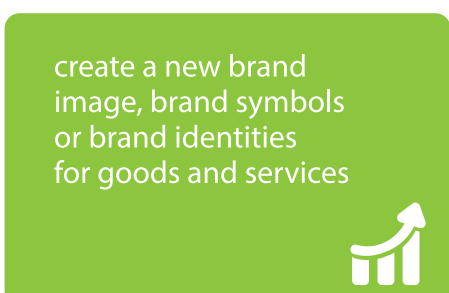
task 1
innovation
field card
→



task 5
rating
cards
→

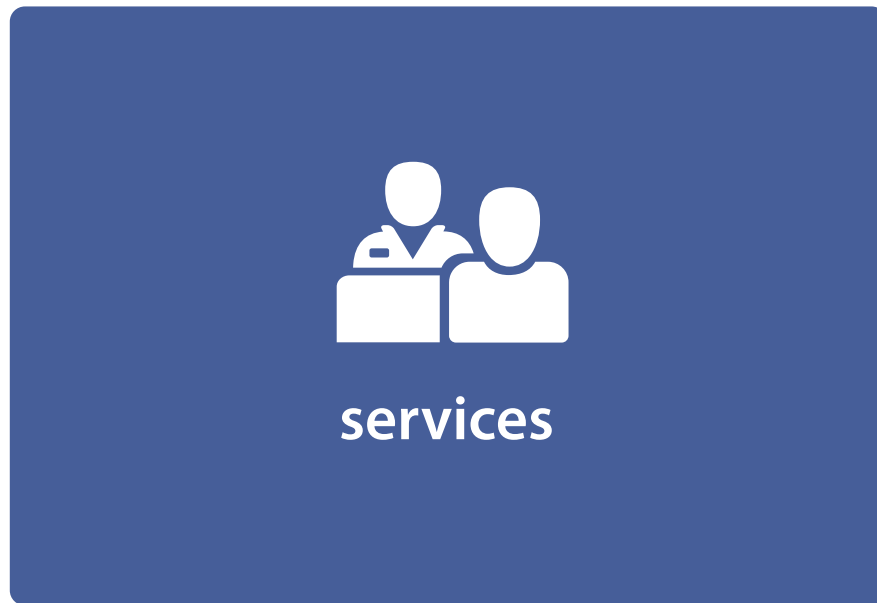


task 3
innovation
cards
→





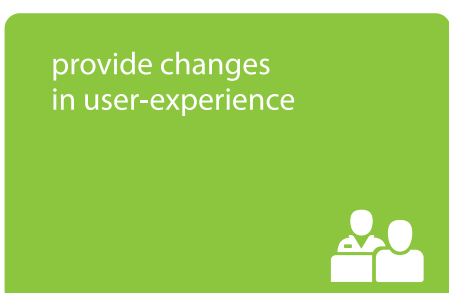
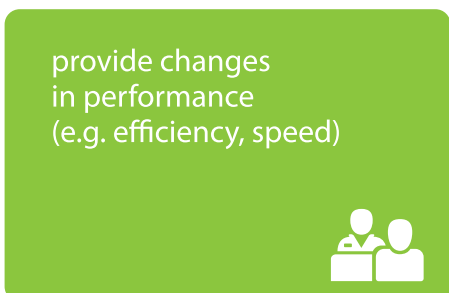
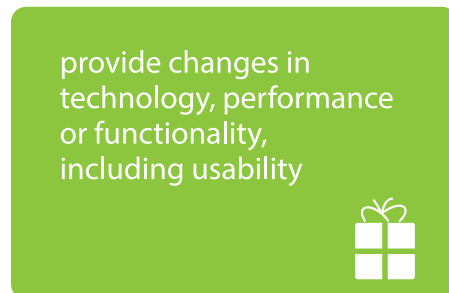
task 1
innovation
field card
→



task 5
rating
cards
→



task 3
innovation
cards
→





competitive
advantage



competitive
advantage

do not provide changes
in technology, perfor-
mance or functionality,
including usability



do not provide lower
costs of production



do not provide
changes to product
form (appearance)
or packaging



do not provide changes
in performance
(e.g. efficiency, speed)



do not provide new
levels of functionality to
customers (e.g. internet
banking, pick-up and
drop-off services for
rental cars)



do not provide changes
in user-experience



task 1
innovation
field card
→



marketing
methods

task 5
rating
card
→



competitive
advantage




emotional

task 2
utility
card
←

task 4
specialist
cards
→



in-house designer



outsourced designer



in-house designer



outsourced designer



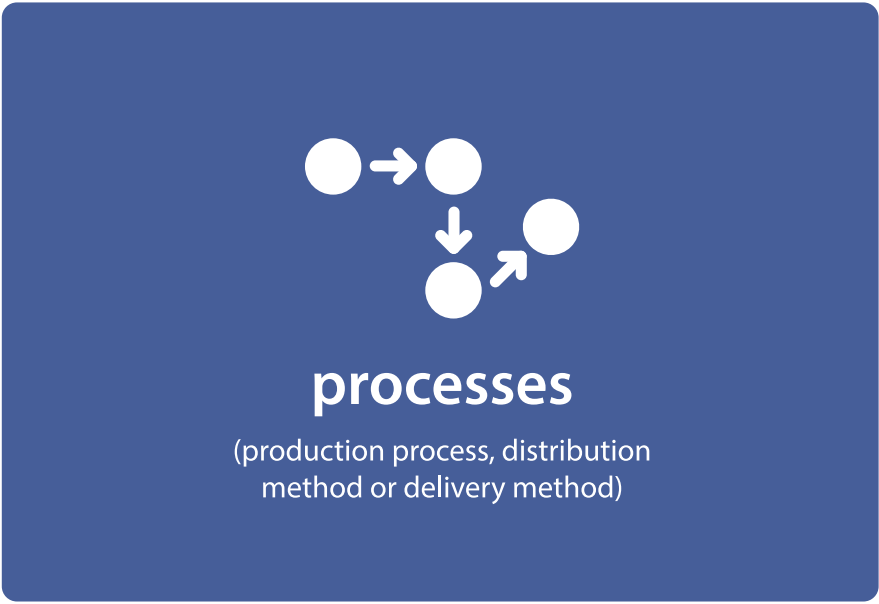
in-house designer



outsourced designer



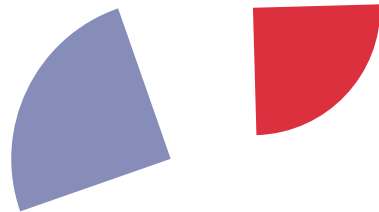
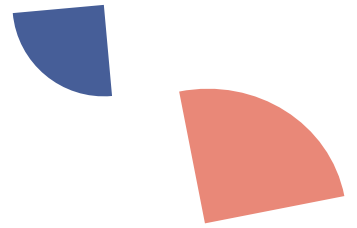
task 1
innovation
field card
→



task 2
utility
card
→



task 2
utility
card
←



designed by



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