

SCOOT MOBIEL
VOLGENDE DEUR



Designing Business Processes

Business plan process

Simon à Campo

Clean up your
mess after
the meeting



Introduction

When I was in the cafeteria, I saw a crappy handwritten A4 with the announcement that they had a new product. The look wasn't professional but I guess for a cafeteria it didn't matter so much. Then I started noticing these crappy A4's in more professional organizations too. That started to make me think, there has to be a solution for these crappy self-made announcements.

First Idea



The name

"AIV Pimper" with IV as a roman number standing for "4". A4 stands for the size of the announcement papers that are put on the wall which AIV Pimper is going to "pimp".

Mission

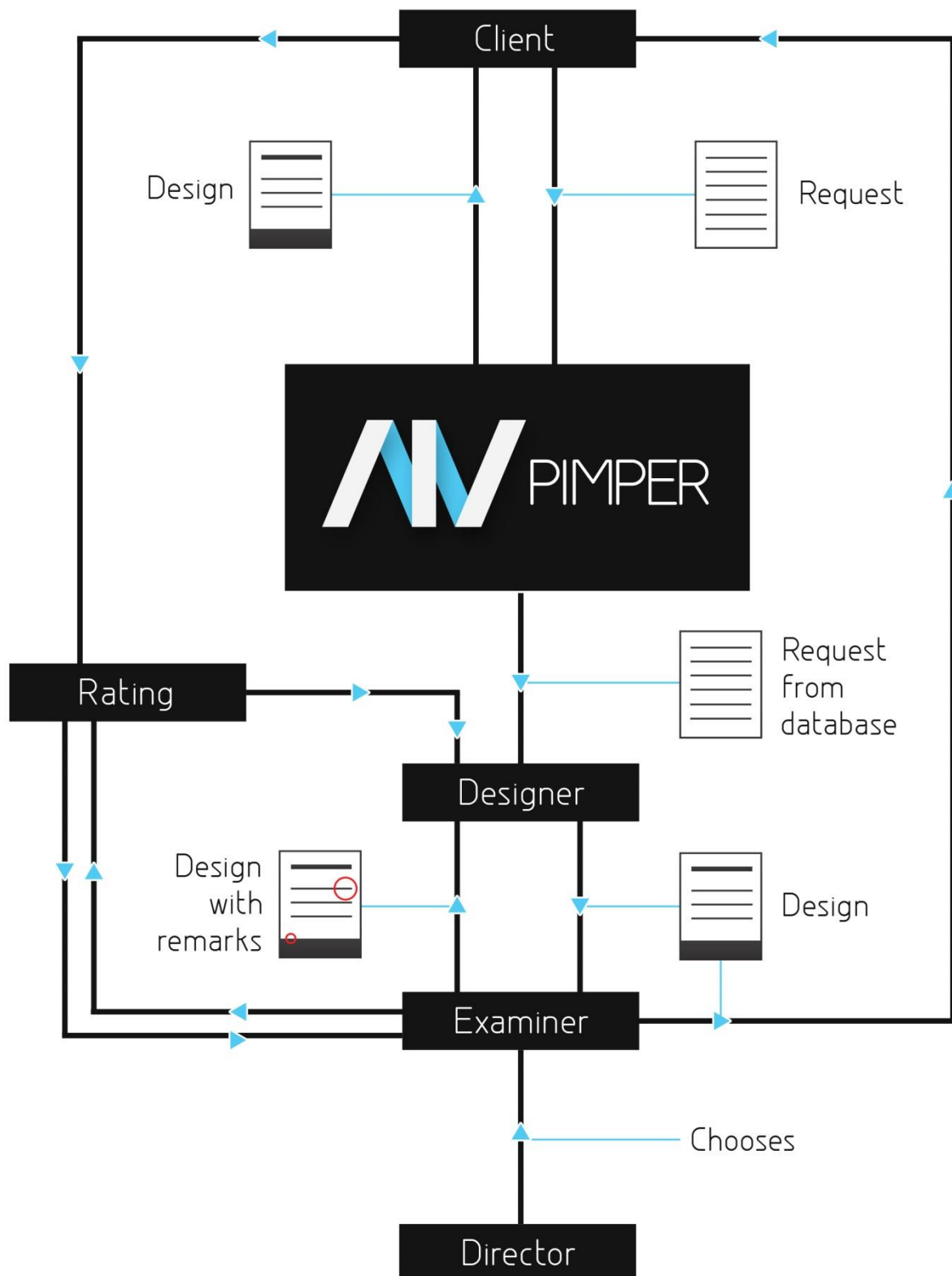
Extinguish all the crappy, self-made, not designed announcement papers within professional organisations.

How does it work?

AIV Pimper is a website where the people who make these announcement papers can upload their message, logo and the corporate design of the company. Within a couple of hours they receive a designed announcement in the style of the company. The design can be printed by the customer and put on the assigned place.

Workflow

A client sends a design request to the website AIV Pimper and then a designer takes the design request from the database and starts working. When he is finished, he sends the design back to the site that sends it to an examiner. The examiner controls the quality of the design and if it matches all the requirements of the client. The examiner can either send it back to the designer with some remarks or approve it and give a rating to the designer. The design will be sent to the client through the website. The client has the possibility to give a rating and comment on the design. The rating will be linked to the examiner and the designer.



Designer

Let's have a closer look at the designer. The website consists of a whole database of "starting" designers. Whenever a designer feels like designing, they go to the website and request a design assignment. They work on it straight away and when they are finished they send it back to the website. The designer gets valuable feedback from the examiner who is a designer as well who proved his qualities to the website already. From this they can learn and improve their designs. Also from the ratings from the client and the examiner they receive valuable feedback on their designs.

Examiners

The examiners are also designers but they already proved their design qualities to the website in the form of ratings. The director looks at their work and chooses the best designers as examiners. The examiners have a responsible task to guarantee the quality of the company. That's why they also get rated by the clients so they make sure they can remain an examiner.

Money

The designers and examiners receive a fixed amount of money per design. So a starting designer who works relatively slow will receive less money per hour. More skilled designers can make designs faster but still have to create quality designs; otherwise their designs will be disapproved by the examiner.

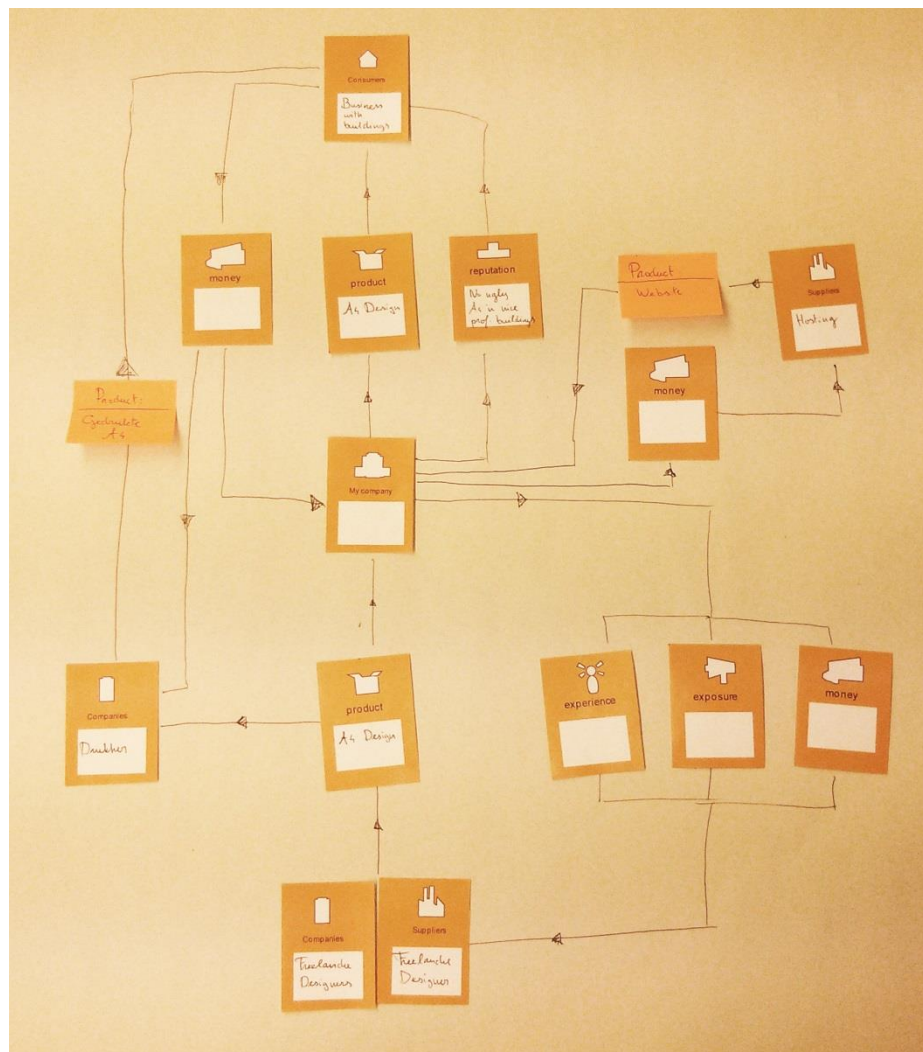
Next step: Research

I wanted to develop this idea more professionally, so I contacted designing business processes expert Laura van Geel. Together with her I started to map what my company offers to other companies and what other companies offer to me. This gave me a good view on what my company offers to the designer which is even more valuable than money alone. There were many more factors than I expected and didn't think of at first. Now the workflow of the whole company is clear for me.

Research

The expert wasn't quite convinced with my business idea so she told me to do research in order to convince her that there was a market for my idea.

I first started taking pictures of these announcement papers in order to figure out what solutions there already are. I came across various designs from amateurish to professionally designed and printed.



Mapping the connection with all companies

Out of order
Defect

SCOOT MOBIEL
VOLGENDE DEUR



Openingstijden VGZ
maandag t/m vrijdag 8:30 uur – 17:00 uur

GIARDINO BLOEMKIOSK

ONZE WINKEL IN HET STATION IS
OPEN

MAANDAG T/M ZATERDAG
8.00-20.00
VRIJDAG TOT 21.00
ZONDAG 9.00-17.00

THE FLOWERSHOP IN THE STATION IS
OPEN

Neckerspoel
20

Leveraties Giardino
Graag melden bij
Giardino Bloemkiosk
In de voetgangerstunnel

Deze artikelen zijn verkrijgbaar in onze
winkel in het station

Clean up your
mess after
finishing!!!

WAARSCHUWING-WARNING

De computers die hier staan opgesteld zijn NIET bedoeld als opslagmedium. Data die ouder is dan 1 week kan zonder waarschuwing verwijderd worden!

The computers in this room are NOT intended for data storage. Any data that is older than 1 week can be removed without warning!

WAARSCHUWING-WARNING

turn lamps off when not shooting

Photostudio Rules:

- The Photostudio is for education and research purposes only
- Reservations should be made through Outlook (ID Photostudio)
- Max. 1 hour per reservation
- Max. 2 students at the time inside the Photostudio
- The key and camera can be picked up at the Servicedesk (HG 2.71a)
- No eating and/or drinking in the Photostudio
- Turn off the lights when you're not shooting
- The paper background is NOT a carpet
- Leave the lights of the room on after you leave

Bij afwezigheid:

Sleutels en Post

in de blauwe Drop Box
deponeren

Current pricing of the Xerox copy machine:

Papier formaat	Z/ W	Z/ W duplex	Kleur	Kleur duplex
A4	0.04	0.06	0.09	0.16
A3	0.09	0.14	0.18	0.32

The Print Accounting Service (PAS) is used for printing and copying. This means that the credit on your print account is both used for printing and copying. To be able to print or copy two codes are needed; these codes can be found by applying the following link <https://pas.tue.nl/>. The codes will be sent to you by email.

The copying machine of Industrial Design is a Xerox Workcentre 7655. This machine can be found at floor 2 on the north side of the building in space HG. 2.74. Remember to log off when you are leaving the machine. If you want to color copy or make use of other reproduction facilities you can go the repro-shop of the TU/e. This shop can be found in the basement of the main building on the north side in space HG. 1.44.

In dit gebouw mag
niet gerookt worden,
tenzij anders aangegeven.



No smoking in this building,
unless indicated otherwise

Consumers

I did research on the consumers by asking various amounts of people that themselves had put up an announcement letter. These are the conclusion of these small interviews:

Receptionist at TU/e:

At the main entrance of the “Hoofdgebouw” there were some note saying the entrance was still closed and when it would be opened. I walked to the reception to ask if she put these announcements there and she told me a colleague of her put them there. She wouldn't take the time to upload the text to AIV Pimper, because it was too much effort. Also she wouldn't really know where she could declare the costs. She like the idea that someone checks the announcement on spelling, because there was a huge spelling mistake on the announcement.

Analogue at laboratory azM (University Hospital Maastricht) :

The AZM has updated a lot of analysis machines in the laboratory; there were a lot of announcement papers on these machines with instructions of the machine. She told me they often get customers that are interested in these machines and also visitors of other hospitals that will look how they work. She thinks that these crappy announcements letters look very unprofessional against the visitors. She would upload the text to the website after informing her boss.

Pedagogic Employee at Centrum for Youth and Family

After explaining my business idea, she told me that she has been putting these announcement papers on the walls herself. But she noticed that they weren't very effective. She would use the website to upload her existing paper and make it more clear and noticeable so people would really read the announcement. But she would only do it if it would be a free fast service. The threshold would be too high to really pay for it because she wouldn't know where to declare the costs.

Conclusion

There is no doubt that there are enough announcement papers that can be designed. You see one approximately every 10 meters. I started to have my doubts if the people who make these papers are really going to take the time to upload them to the website. Especially because they don't care about the design, but only their message. The website that they are looking for is more for correcting the text and making it stronger, but that is something I don't have an expertise on / don't want to work out.

Next step: New inputs

The research into the consumers made me think more about what they want. The people that work at big companies or organisations don't care enough about the business. The people that need the design the most are the starters of new small businesses. They don't have much money because they just started but they need a lot of designs (logo, business cards, website, posters, flyers, invitations).

I also noticed that there is a need for personal designs. People want for example a wedding card and they go to the printer and also let them do the design. But printers only make their money on the printed cards, not on the design. This results in rushed designs, that didn't take time and care to listen to the clients demands.

These two new insights got me thinking. There is a need for design, but people don't know where to find the good designers. Maybe I should create a database of designers that present themselves and their specialties. Then the consumers can find the designer that matches his design request the most.

Research on websites with overview of all graphic designer

www.grafischontwerp-info.nl

The screenshot shows the homepage of www.grafischontwerp-info.nl. It has a dark blue header with a search bar and navigation links: Home, Grafisch ontwerper zoeken, Artikelen, Vraagbaak, Inloggen, and Grafisch ontwerper toevoegen. Below the header is a large image with the text 'grafischontwerp'. The main content is split into two columns. The left column, 'A-Z Index grafisch ontwerpers', lists designers under categories: '- * -' (t' Repro Grafisch Huys), '- (-' ((M/V) ontwerp (Traject) Cornelissen Fred B.V.), '- * -' (* chriztee media art), '- O -' (000000, 076Designworks), and '0 - 0 -' (O.K. Parkina). The right column, 'Laatste artikelen', lists recent articles, and 'Nieuwe grafisch ontwerpers' lists new designers like Red Dragon Design, creatief ontwerp & vormgeving, Dieuwertje van der Linden Grafisch, Bastian Geneugelijk, and Elzo Smid Ontwerp.

This website has an index of graphic designers, but they are just on alphabetic order. Nobody can find a matching graphic designer on this website. There is an option to find a designer in your area. But it still provides only a list of designers with name and location. There is nothing to indicate if the graphic designer matches your design request.

www.grafischontwerp.org

A website that claims to be the biggest graphic design encyclopaedia in the Netherlands. But this

The screenshot shows the homepage of www.grafischontwerp.org. It has a search bar and a navigation bar. Below the search bar is a section titled 'Staat jouw naam er niet tussen? Neem dan contact met ons op: grafischontwerp.org'. The main content area is divided into two columns. The left column is titled 'Jouw portfolio?' and features a large image with the text 'JOUW PORTFOLIO'. The right column is titled 'Categoriën:' and lists various categories with their respective counts: Drukkerijen (ISO 12647 geocertificeerd) (41), Grafisch ontwerpers (335), and Nederlandse & internationale designprijzen (16).

website also contains of a list of designers in alphabetic order. There is no option to compare or easily see the work of the graphic designers. Nobody is going to choose a graphic designer because of their company name. I think this website is only for the graphic designers themselves to get extra links to their website, but they never get real design requests from this.

www.vindeengrafischvormgever.nl

This website looks the most on my new concept. But apparently it didn't work, because the website says it is for sale. This is a very interesting website to investigate why it didn't work:

- Paid registration for graphic designer: Graphic designers have to pay €25 a month to get a basic placing on the website. Only relatively big expensive companies will present themselves on this website. Also it results in only a handful of graphic designers that registered for this website, so there isn't much choice for the customers.
- Placing a design request: Consumers will only get 3 offers on their design request. They have to read too much information in order to understand how to place a design request.
- Poor conversion: The website has many thresholds in order to for example, place a design request. On the front page is too much text and poor explanation of how the website works.

Conclusion: The website is craving too much to get money from the designers, resulting in a small database of designers and a lack of choice for consumers. Also there are too many thresholds for the designers and consumers to use the website.

Conclusion

There are some databases of designers, but most of them are very user unfriendly to use. The one that has better search option has too many thresholds. I think that I can offer more than only a good database of designers. The original workflow was a good idea that can be implemented to the database idea. Let's see what happen when we combine the two.

Next step: *Combine*

The next idea consists of a combination of the previous ideas. On the website you can choose for "fast design" or "thorough design". With "fast design" you can upload your design request and it works just like the A4Pimper workflow. The difference is that you can upload much more different design request than announcement papers only. You upload your files so designers can make your files print proof (all the right settings) or simple designs like small stickers, maybe even simple business card. There have to be clear guidelines on what a fast design is and what is not. With thorough design you can choose your matching designer for logo's, branding, web design, posters, packaging everything that takes at least more than an hour to design.

Research designer side

In order to see if the fast design will work for the designers, I asked 3 designers to design workshop sheets for a chocolatier, a real customer of me and a real design request. I sent the designers the same information that a client would fill in on the website. When they were done I acted as the examiner and gave them tips on how to improve the design. I asked them the following questions after the whole process:

- How much time have you spent on the design?
- Was the assignment clear, if it wasn't which information do you miss or what is unnecessary?
- How much money would you like to receive for designing (per hour)
- How much time a week would you like to spend on designing using the website?
- What do you think of the concept that an examiner will check your work before it is send to the client?
- What do you think of the concept of the whole website were you get paid design tasks with coaching by experienced designers?

Results

Designer skill level: Beginner

Time spend design:

60 minutes (50 minutes first design + 10 minutes adjustment)

Was the assignment clear:

Am I allowed to adjust the text?

How much money would you like to receive for designing (per hour): €5/€6

How much time a week would you like to spend on designing using the website: 7 hours

What do you think of the examiner concept: Very useful to learn more about design because I'm still a beginner.

What do you think of the website concept: Good idea, but scared that the more experienced designers will take over the site quite easily.

Designer skill level: Beginner/Advanced

Time spend design:

50 minutes (45 minutes first design + 5 minutes adjustment with 5 minutes examiner time)

Was the assignment clear:

Missing information like: font, website, pictures. Uploaded design have to be vector for a designer.

May we change the text? What are the requirements?

How much money would you like to receive for designing (per hour): €10,-

How much time a week would you like to spend on designing using the website: 10 hours

What do you think of the examiner concept: Very useful

What do you think of the website concept: Excellent idea

Designer skill level: Advanced

Time spend design:

85 minutes (70 minutes first design + 15 minutes adjustment)

Was the assignment clear:

Missing information like: font, website, pictures. Uploaded design have to be vector for a designer.

May we change the text? What are the requirements?

How much money would you like to receive for designing (per hour): €10,-

How much time a week would you like to spend on designing using the website: 10 hours

What do you think of the examiner concept: Very useful to learn more about design.

What do you think of the website concept: Excellent idea

Conclusion:

It turned out that the designers were still missing quite some information, but they can be added quite easily at the submitting form for the client. The designer should receive which paper size and what orientation the design should be; this is something I noticed myself.

I was surprised that the time that a designer took were all roughly the same. I expected that the advanced designer would take the less time, but instead it took the most time. You saw that the beginning designer also just designed less of the information. So maybe it isn't a good idea to give one fixed amount of many per design for all the skill levels. This will influence the quality of the skilled designers because they just try to be faster on the design to make more money per hour.

Some new ideas that still have to be examined further are that an examiner can give marks to the design or influence the skill level and maybe there will be a skill division with different prices for the client and more money for skilled designers.

Research client side

When taking the designs to the customer, they preference was in order of the different skill levels. They preferred the advanced designer the best and the beginners design the least. Still they were very positive about all 3 the designs. The winning design is now being developed further and will be printed and in the shops soon.

See all the designs on the following pages in order from beginner to advanced designer.

Kinderfeest



Het programma

Bij binnenkomst kunnen ze limonade en chocolade proeven
Met uitleg over bijvoorbeeld: Hoe maak je van chocolade een clown? De kinderen maken zelf hun eigen chocolade-clown en gaan dan de clown op creatieve wijze inpakken.

De workshop

De workshop is op thema aan te passen.

De workshop duurt 1,5 uur.

Leeftijd van 5 t/m 12 jaar

De kinderfeestjes worden gegeven op woensdagmiddagen.

De locatie en prijs

De kinderfeestjes worden bij Smores in de winkel georganiseerd. Het kost per kind € 10,-

De groep moet uit minimaal 6 kinderen bestaan.





Patisserie, Chocolaterie, Workshops, Catering, Macarons, Cupcakes...

Beekstraat 27
6231 LE Meerssen

info@smores.nl
www.smores.nl

Tel. +31 6 2390 7278

Workshop Macarons maken



Programma

Ontvangst met koffie/thee en macarons

Uitleg workshop

Maken van de macarons

Mooi verpakken

Kosten: €35,- per persoon

Minimaal 6 en maximaal 10 personen voor een groepsinschrijving

Workshop Chocolade:

Smores

Master chocolate
& patisserie

Alleen of met vrienden, een vrijgezellenfeest of met een bedrijfsuitstapje, kookclubs. U bent van harte welkom!

Workshop kosten:
€ 40,00 p.p.

Workshop :
vanaf 5 tot
maximaal 15 personen

Locatie:
Smore
Beekstraat 27
te Meerssen

Meer informatie:
06-23907278
Jennifer Heijnen

Het programma van 3,5 uur:

- α Ontvangst met koffie/thee en bonbons
- α Uitleg "Van cacao boon tot chocolade"
- α Zelf bonbons en chocoladefiguurtjes maken
 1. Tableren van chocolade
 2. Verschillende bonbons maken
 3. Chocolade figuren maken
 4. Vullingen maken
 5. Bonbons decoreren

- α We zullen naast dit van verschillende soorten chocolade en eventueel chocolade likeur proeven.
- α Uw eigen gemaakte producten worden mooi verpakt voor mee naar huis.
- α En u wordt natuurlijk tijdens de workshop voorzien van frisdrank, koffie of thee.



Next step: *Business plan*

For now I have done enough research to have a clear business idea. With this idea I want to start the whole business cycle again, but that is something for next year. With this final idea I want to make a real business plan and then develop it into a website that can be used by the clients and the designers. With this website, I can test my new business ideas over the years and try to optimize the website or make the company larger etc. That depends on what the future will give, either success or failure but in both situations I will learn from it.

Research competition

On the next page you can find a filled in business canvas of www.ontwerpvoorgeld.nl. I consider them as my biggest competition and that is why I can learn much from them. This can help me to find ways to improve my business over theirs.

The Business Model Canvas

Designed for:




Designed by: **Simon à Campo**

On: 20 5 2013

Iteration: 1

Key Partners



THUISWINKEL WAARBORG
OP AAN VON 3. MEER TOEGEGEVEN

- Creating a platform for clients and designers
- Expand amount of designers and amount of design tasks
- Teach Designers

Key Activities



- Creating a platform for clients and designers
- Expand amount of designers and amount of design tasks
- Teach Designers

Value Propositions



Designers:

- **Accessibility:** Designers have now access to a wide variety of design tasks.

Client:

- **Customization:** need a custom design that the designer makes.
- **"Getting the Job Done":** the client has a certain design task that has to be done.
- **Price:** Cheaper than a professional designer


Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?

Automated Services the designer can create an account. With this account they have access to the product (eachother).

Customer Segments




Multi-sided platform:

Designers: mostly starting designers that are willing to take a risk for a design task even if they don't get any money or feedback on their designs.

Client with a design task: Not willing to spend too much money and time on design and want a wide variety of designs of which they can choose from..


Key Resources



Human:

- Designers
- Clients with design tasks

Channels




Awareness is done by external partners (tv commercials, flyers, SEO, conversie).
 The rest of the channel phases are done on and through the website.

Cost Structure

- Website Hosting
- People maintaining website
- Marketing and Sales

Revenue Streams




Designers:

- Asset sale from the client

Ontwerpen-v.g

- Brokerage fees from the client

Customer Segments



Reflection

With this mini assignment I really got to learn what factors are all involved in a business, this started to make me think in a broader way. Now I have a basic understanding of the 9 building blocks of a business and how they can differ from each other. It turns out that the ideas in your head may look great to you, but they don't work for other people. This taught me the value of doing research on your target groups for a business and how I can change the whole product. Throughout the process I changed my business ideas quite a lot and I think I used the results of the research in a good way. This mini assignment gave me a good introduction into designing business processes and I will develop this competencies area further using this business idea. I'm going to continue to read "Business Model Generation by Osterwalder and Pigneur" and implement their theories on the business model canvas, turning it inside out and back together multiple times creating the best possible business model canvas and hopefully business as well.