



Strategic Design with Care


Workshop Designing with Care 2009

IBBT-SMIT
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Overview


1. Systematic thinking
2. Business modelling
3. TranseCare
4. Discussion



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1. **Systematic thinking**
2. Business modelling
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1. Systematic thinking

Extra requirement to dominant, current approach:


- Service thinking
- Personalized services
- Prevention
- Long term vision
- Sustainable services
- Roles and actors

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Overview

1. Systematic thinking
2. **Business modelling**
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2. Business modelling

Risk of service design:
Focus on the experience without considering the structure and the organization


Business Modelling

Not

- so much cost oriented prices

But

- balanced demand
- strategic fit between actors



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3. TranseCare

- **Aim**
 - Developing an ICT-platform that facilitates the independent living at home of elderly that cope with degenerative limitations
- **Research SMIT**
 - User research
 - Business modelling

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3. TranseCare | *business modelling*

- **Analysis of the value network**
 - Actors
 - Roles
 - Value proposition
- **Business scenarios**
 - Possible value network
 - Driving forces
 - Bottlenecks
- **Discussion**
 - SWOT analysis of the business scenarios

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Overview

1. Video surveillance project
2. Research questions
3. Research method
4. **Discussion**

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4. Discussion

- Similar or alternative methods?
- Valorization of quality of life?

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Q & A

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