

Solution description & validation



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What?

A short description of the core idea and a look at its User need, Approach, Benefit and Competition.

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Why?

Writing a pitchable summary of the idea and looking at its **User need, Approach, Benefit** and **Competition** forces us to think about the idea and to develop a **pitchable and tangible description.**

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Guidelines

To create a good summary of your idea you need to name the idea's most valuable and core solutions and facets which makes it unique.

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Concept Development Solution description & validation

Team

When designing solutions designers are often confronted with countless innovative ideas that need to be synthesized and bundled into dedicated value propositions. While the concepts of customer value and value propositions are admittedly a bit abstract, the NABC (Need, Approach, Benefit, Competition) framework can help to better understand and sharpen the value proposition of your product or service.

The framework has been developed by Curtis Carlson and William Wilmot and has been summarized in their book "Innovation – The Five Disciplines for Creating What Customers Want".

ELEVATOR PITCH

NEED

What is the important customer and market need?

APPROACH

What is the unique approach for addressing this need?

Prepare a **5 min**
presentation for
monday 09:00 (c.t.)
**include: Elevator Pitch, Customer/
User, Need, Approach, Benefit**
1 slide each.

Email slides to
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