

# SUMMARY

**Visual Thinking to find Business Opportunities.  
Visual representation tools and methodologies to  
help visualize and materialize business**

Developed by:





# Introduction

This OER provides a learning-by-doing experience on how to learn Visual Thinking principles and techniques to:

- Map-out ideas
- Creatively explore new solutions
- Visualize, identify and materialize business opportunities

# Goals

## Visual Thinking helps to:

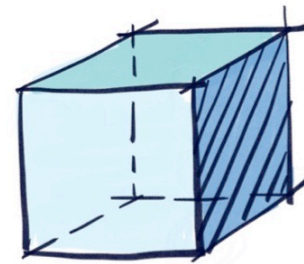
- Communicate complex topics easily
- Synthesize information
- Support problem solving
- Enhance decision making

### Cube

#### DESCRIPTION WITH TEXT:

In geometry, a cube is a three-dimensional solid object, bounded by six square faces, facets or sides, with three meetings on each vertex.

#### DESCRIPTION WITH AN IMAGE:



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**Image 1:** Cube figure described with words and visually represented with an image.

# Technique 1

**Sketching, drawing, and building a visual vocabulary to map out and visualize ideas**



**Image 2:** Student visualizing ideas with basic drawings



# Technique 2

## Interacting with Visual Tools to find and materialize Business Opportunities

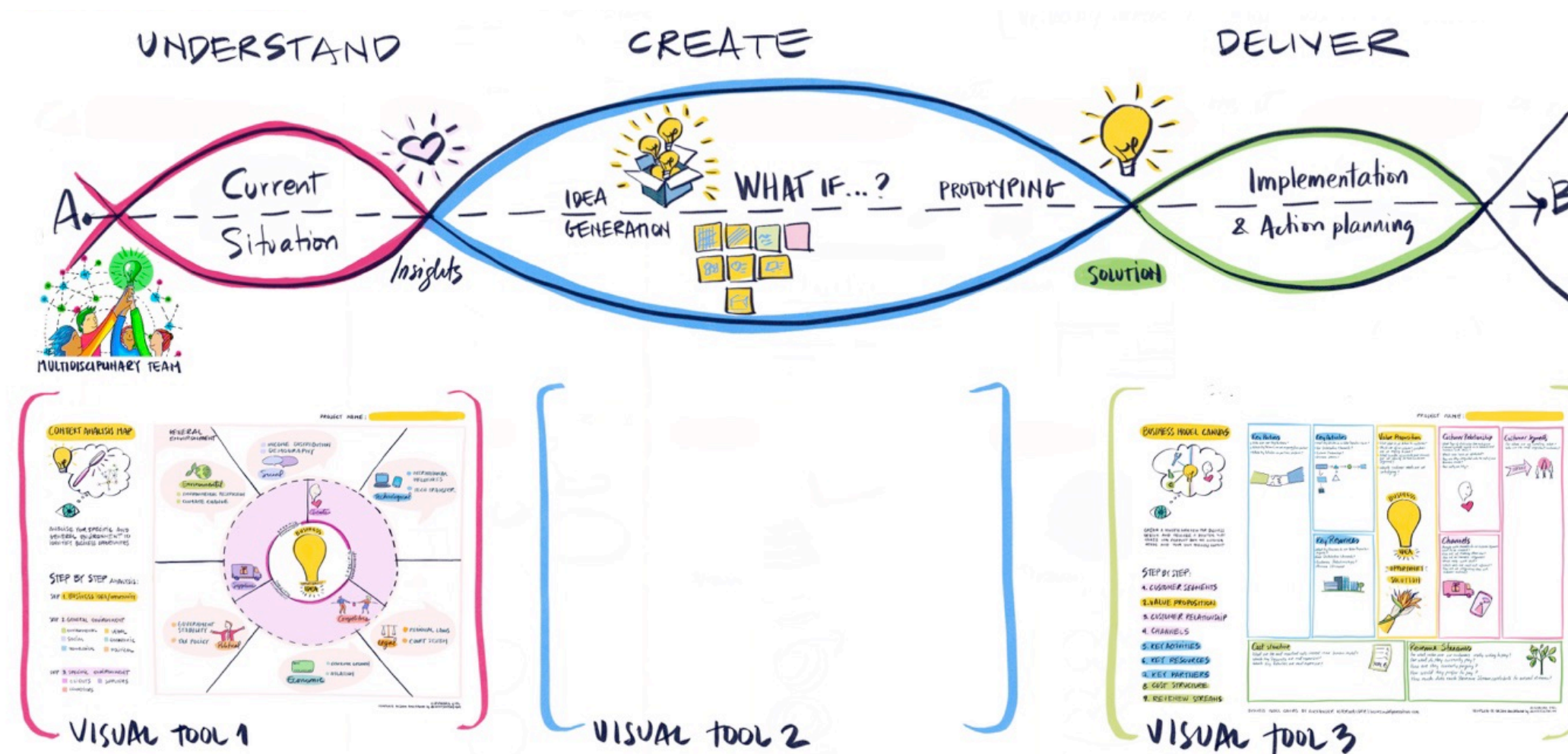


Image 3: Human Centered Design process and the 3 Visual Tools for each stage.

# Visual Tool: Context Analysis Map

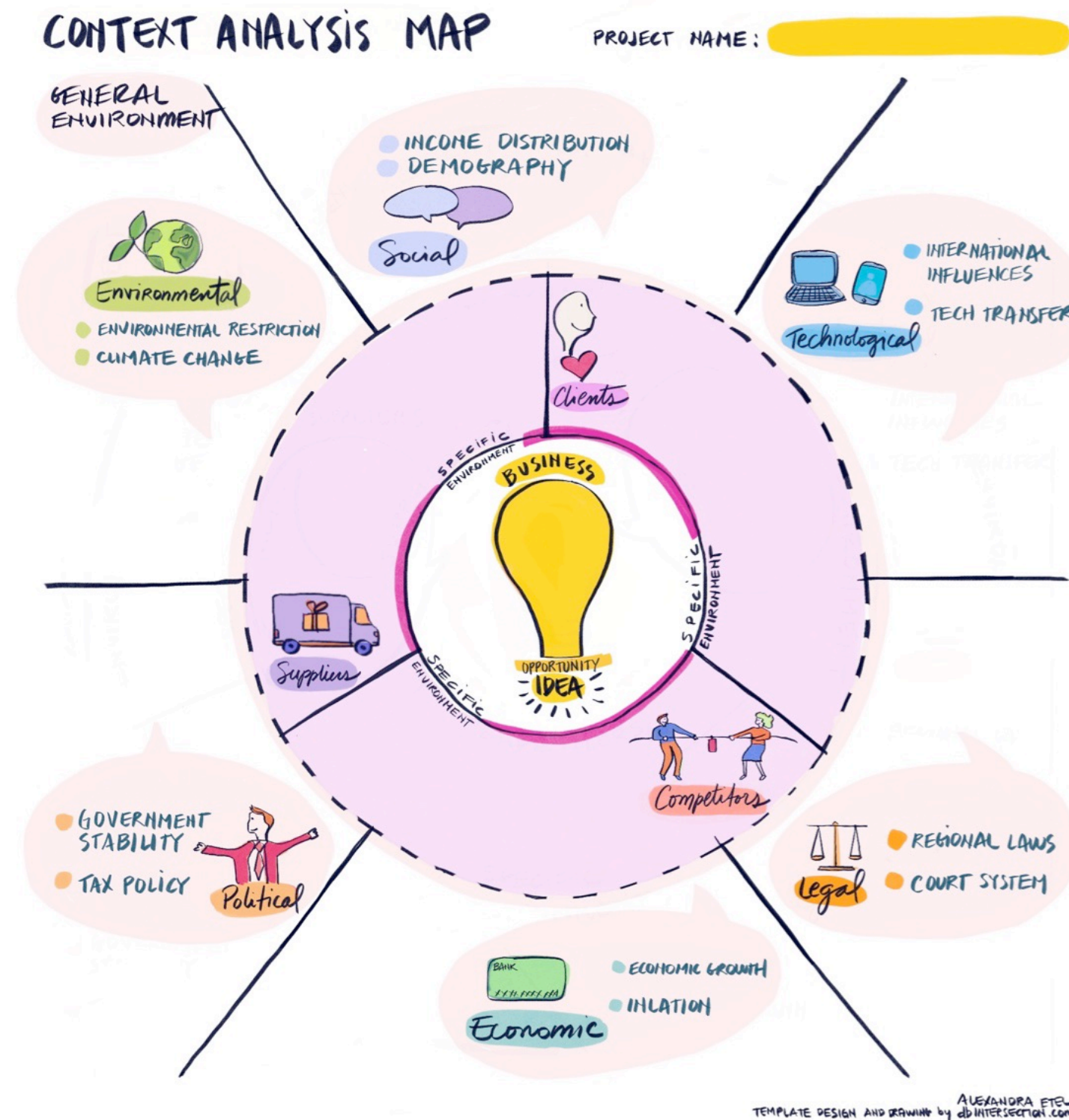


Image 4: Context Analysis Map template



# Visual Tool: Circular Solution Canvas

PROJECT NAME: \_\_\_\_\_

## CIRCULAR SOLUTION CANVAS

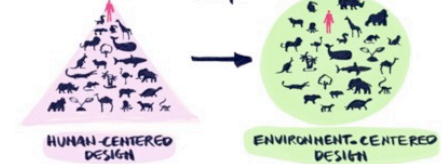


WILL HELP YOU GENERATE IDEAS AND SOLUTIONS THAT TAKES INTO ACCOUNT BOTH: HUMAN AND NATURAL ENVIRONMENT NEEDS

### STEP BY STEP:

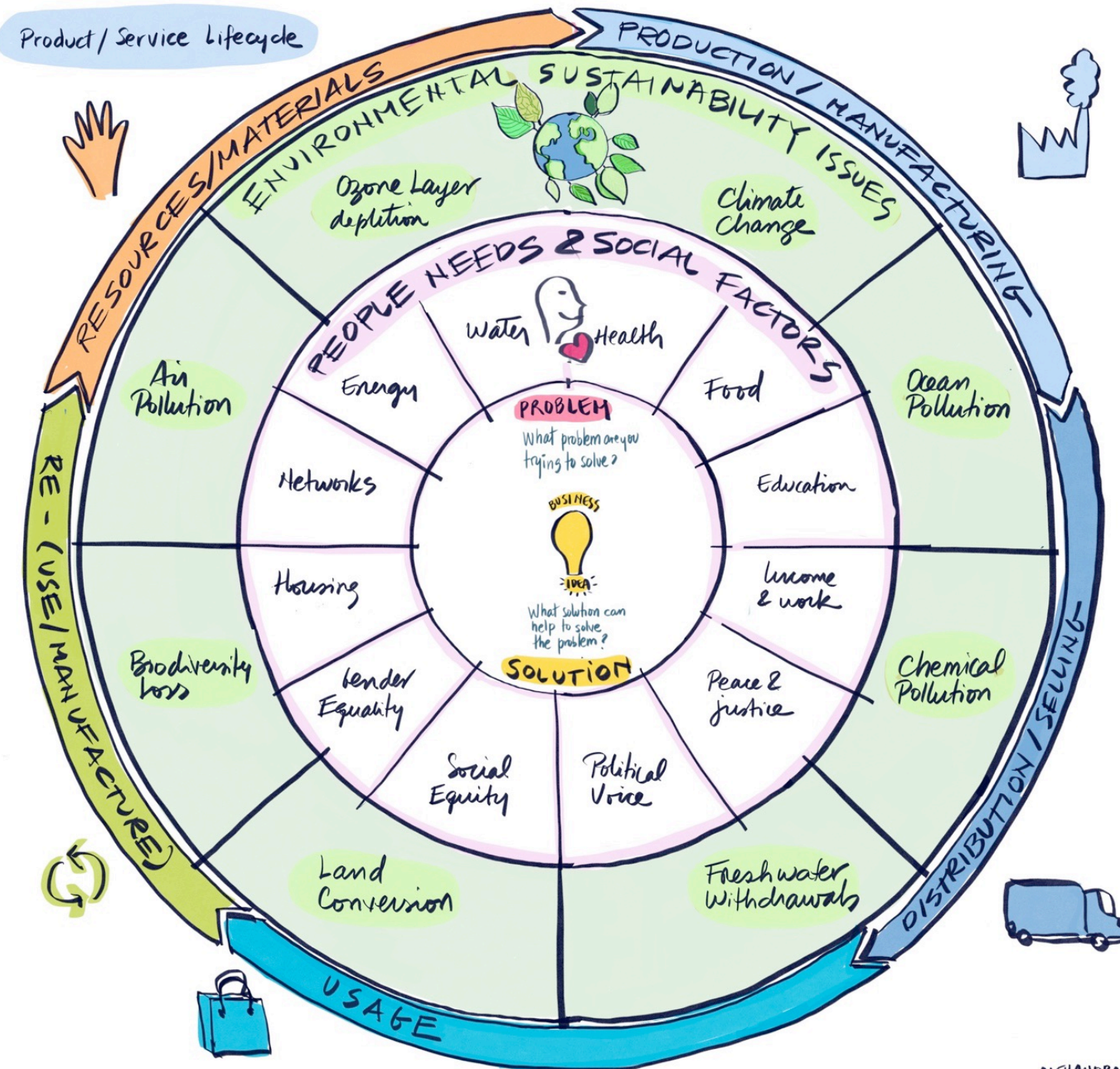
1. Think about the **PROBLEM**

2. Think about how it affects everyone people and environment



3. Group, select and generate a statement: **THE SOLUTION.**

4. GET INSPIRED BY: CIRCULAR ECONOMY & CIRCULAR DESIGN



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Image 5: Circular Solution Canvas template



# Visual Tool: Business Model Canvas

PROJECT NAME: \_\_\_\_\_

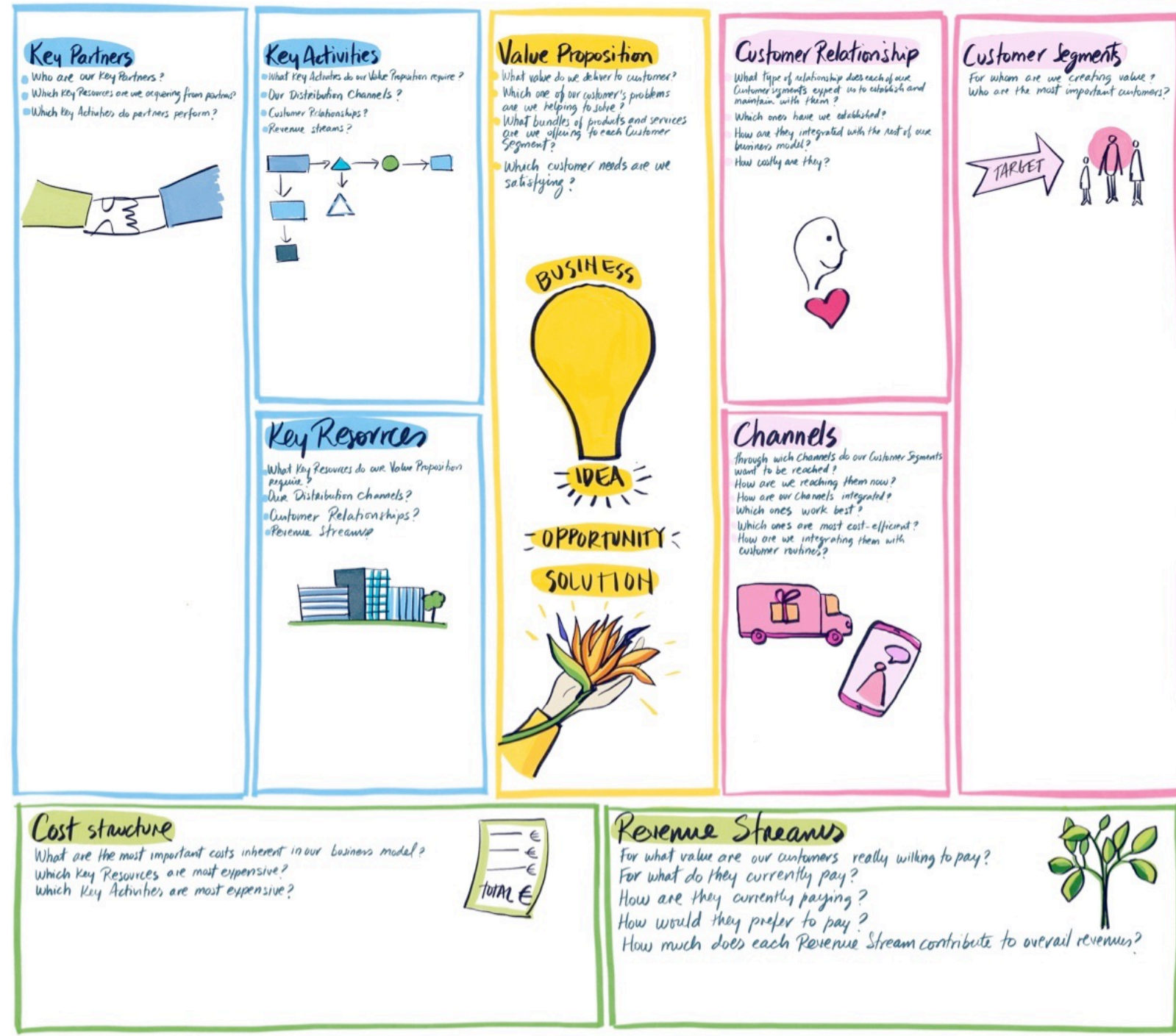
## BUSINESS MODEL CANVAS



CREATE A HOLISTIC OVERVIEW FOR BUSINESS DESIGN AND VISUALIZE A SOLUTION THAT TAKES INTO ACCOUNT BOTH THE CUSTOMER NEEDS AND YOUR OWN BUSINESS CONTEXT

### STEP BY STEP:

1. CUSTOMER SEGMENTS
2. VALUE PROPOSITION
3. CUSTOMER RELATIONSHIP
4. CHANNELS
5. KEY ACTIVITIES
6. KEY RESOURCES
7. KEY PARTNERS
8. COST STRUCTURE
9. REVENUE STREAMS



BUSINESS MODEL CANVAS BY ALEXANDER OSTERWALDER | businessmodelgeneration.com

TEMPLATE RE-DESIGN AND DRAWING BY ALEXANDRA ETEL @INTERSECTION1.COM

Image 6: Business Model Canvas Template



*This was a summary of an open educational resource. Please visit <http://destexproject.eu/> to see the full amount of intellectual outputs of the project.*



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