

Table 4.1: The Design Inspiration Map (DIM)

 <p>Inspiration 1: Creating Orientation</p>	 <p>Inspiration 2: Understanding Developments</p>	 <p>Inspiration 3: Reflecting Positions</p>	 <p>Inspiration 4: Designing Advantages</p>	 <p>Inspiration 5: Engaging People</p>	 <p>Inspiration 6: Realizing Value</p>	 <p>Inspiration 7: Navigating Success</p>
 <p>1.1 What is our vision and mission?</p>	 <p>2.1 Which dynamics shape the environment?</p>	 <p>3.1 What is key to be a competitive player?</p>	 <p>4.1 How do we satisfy customers?</p>	 <p>5.1 How can we develop an innovative team?</p>	 <p>6.1 How can we develop the organization?</p>	 <p>7.1 How can we capture financial value?</p>
 <p>1.2 What are our values?</p>	 <p>2.2 What drives the rules of the game?</p>	 <p>3.2 Which opportunities & threats are relevant?</p>	 <p>4.2 How do we address market segments?</p>	 <p>5.2 How can we establish powerful partnerships?</p>	 <p>6.2 What is the roadmap for implementation?</p>	 <p>7.2 How can we control our objectives?</p>
 <p>1.3 What is our promise to stakeholders?</p>	 <p>2.3 How do markets develop?</p>	 <p>3.3 Which strengths and weaknesses are relevant?</p>	 <p>4.3 Which activities create our offer?</p>	 <p>5.3 How can we use the power of networks?</p>	 <p>6.3 How much money do we need?</p>	 <p>7.3 How can we manage risks?</p>
 <p>1.4 What are our objectives?</p>	 <p>2.4 What are possible scenarios?</p>	 <p>3.4 How can we improve our position?</p>	 <p>4.4 Which key resources do we need?</p>	 <p>5.4 How can we manage promoters / opponents?</p>	 <p>6.4 How can we win investors?</p>	 <p>7.4 How can we learn & get out of thinking boxes?</p>

