

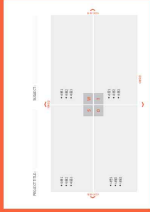
# 디자인 비즈니스 기획

최민영, 서인경 지음

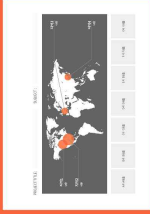
D E S I G N · B U S I N E S S · P L A N N I N G



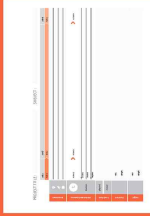
# 디자인기획 | 워크북



SWOT 분석



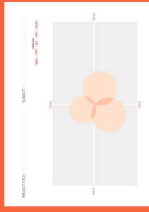
지역별 동향분석



고객여정지도  
Customer journey map



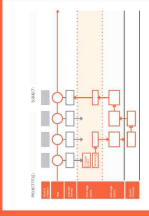
사업 체계도



Positioning 분석



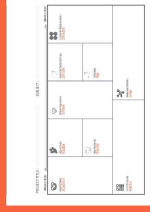
제품평가



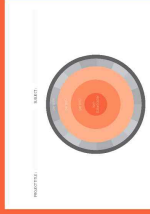
블루프린트  
Blue Print



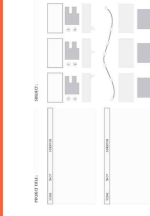
사업비



비즈니스 모델 캔버스 프레임



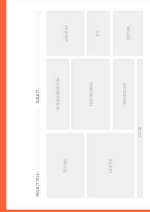
이해관계자 지도  
Stakeholder'S MAP



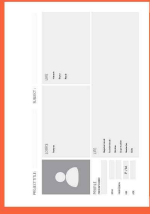
스토리보드  
Storyboard



사업 추진일정



무드보드  
Mood board



페르소나 캔버스  
Persona Canvas

무드보드 (Mood board)

PROJECT TITLE :

SUBJECT :

TEXTURE

DESIGN INSPIRATION

LIFE STYLE

LIESTYLE

FEATURE IMAGE

ETC

TECHNOLOGY

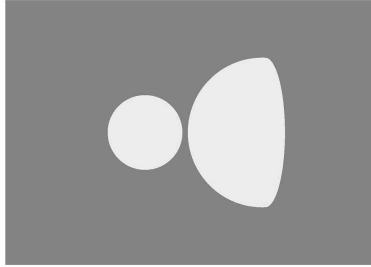
TEXTURE

COLOR

## 페르소나 캠퍼스 (Persona Casnvas)

PROJECT TITLE:

SUBJECT:



### LOOKS

Features

### LIKE

Interests

Hopes

Needs

### PROFILE

PERSONA'S NAME?

ROLE

PROFESSION

SEX

AGE

### LIFE

Negative trends

Positive trends

Hobbies

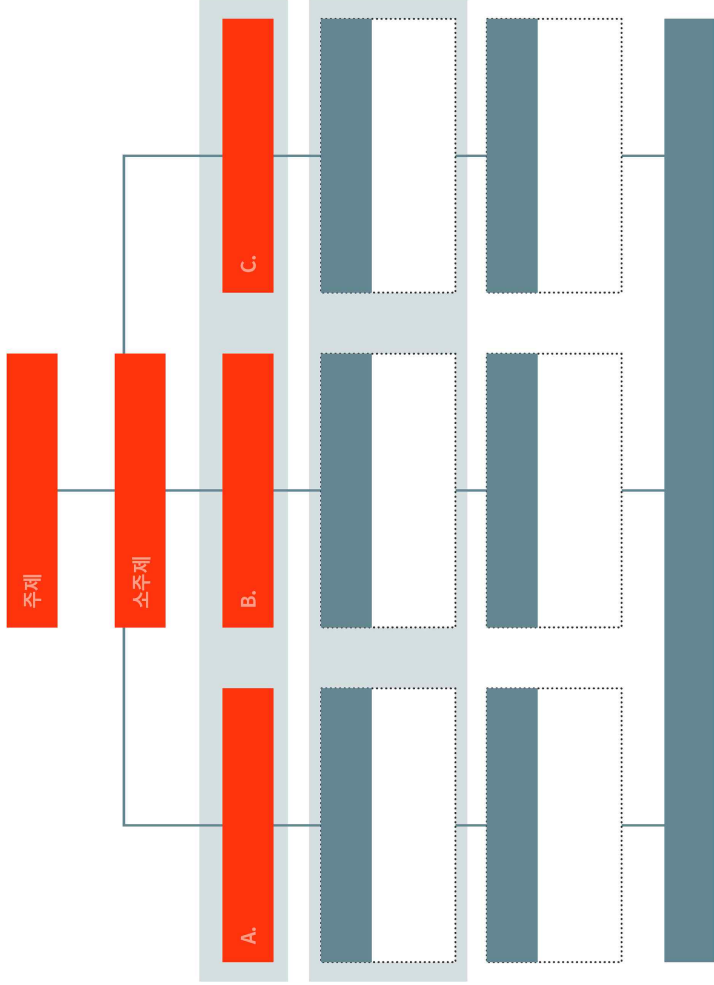
Opportunities

Headaches

Goals

PROJECT TITLE :

SUBJECT :



SWOT 분석

PROJECT TITLE:

SUBJECT:

< 외부요인

- 내용1
- 내용2
- 내용3

- 내용1
- 내용2
- 내용3

내부요인 >

< 외부요인

S

W

O

T

- 내용1
- 내용2
- 내용3

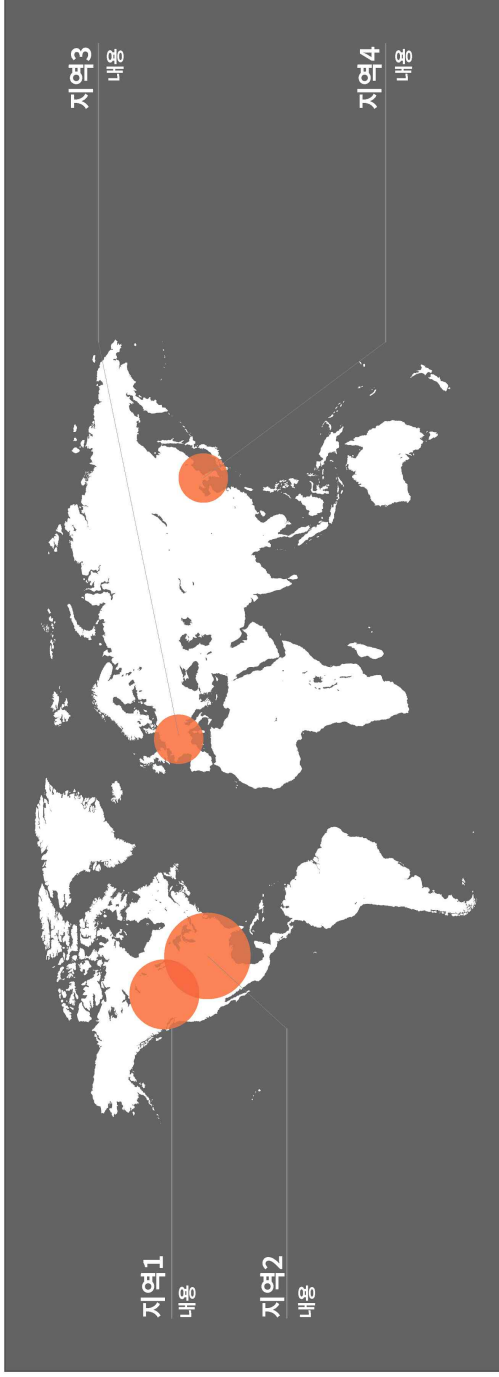
- 내용1
- 내용2
- 내용3

> 내부요인

지역별 동향분석

PROJECT TITLE:

SUBJECT:



A사 A제품

B사 B제품

C사 C제품

D사 D제품

E사 E제품

F사 F제품

G사 G제품



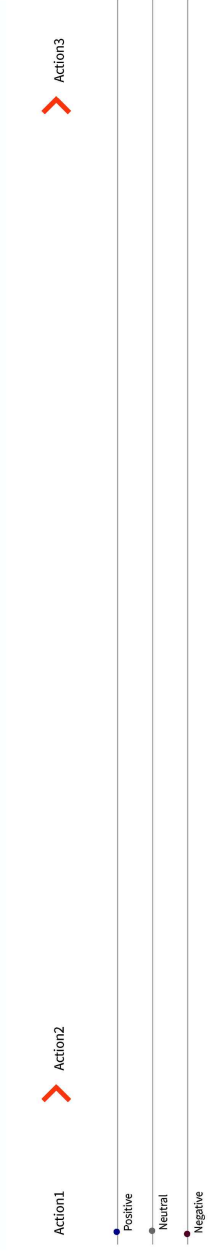
# 고객여정지도 (Customer journey map)

PROJECT TITLE :

SUBJECT :



Environment	
Stakeholders Experience	 Emotion
Touch Point	physical
	Aviual
Pain Point	내용1
	세부설명
Insight	내용2
	세부설명





## Positioning 분석

[비교대상 예시]

제품속성

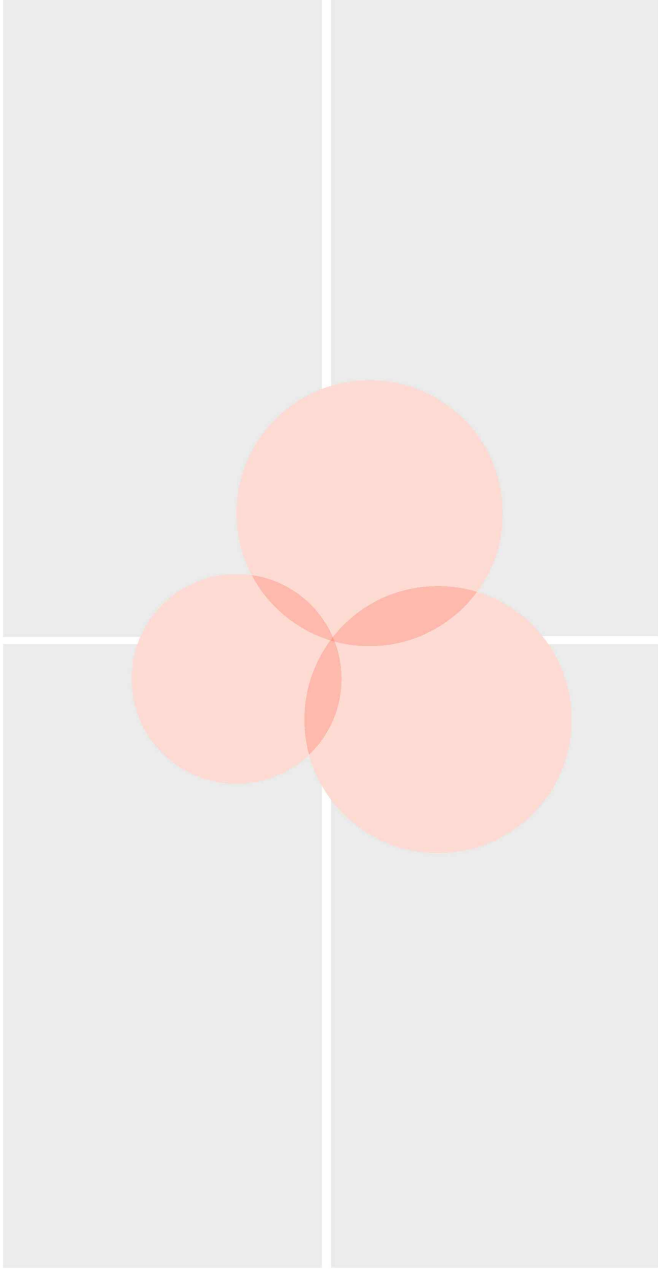
이미지

컬러

사용자

사용상황

속성 (+)



속성 (-)

속성 (+)

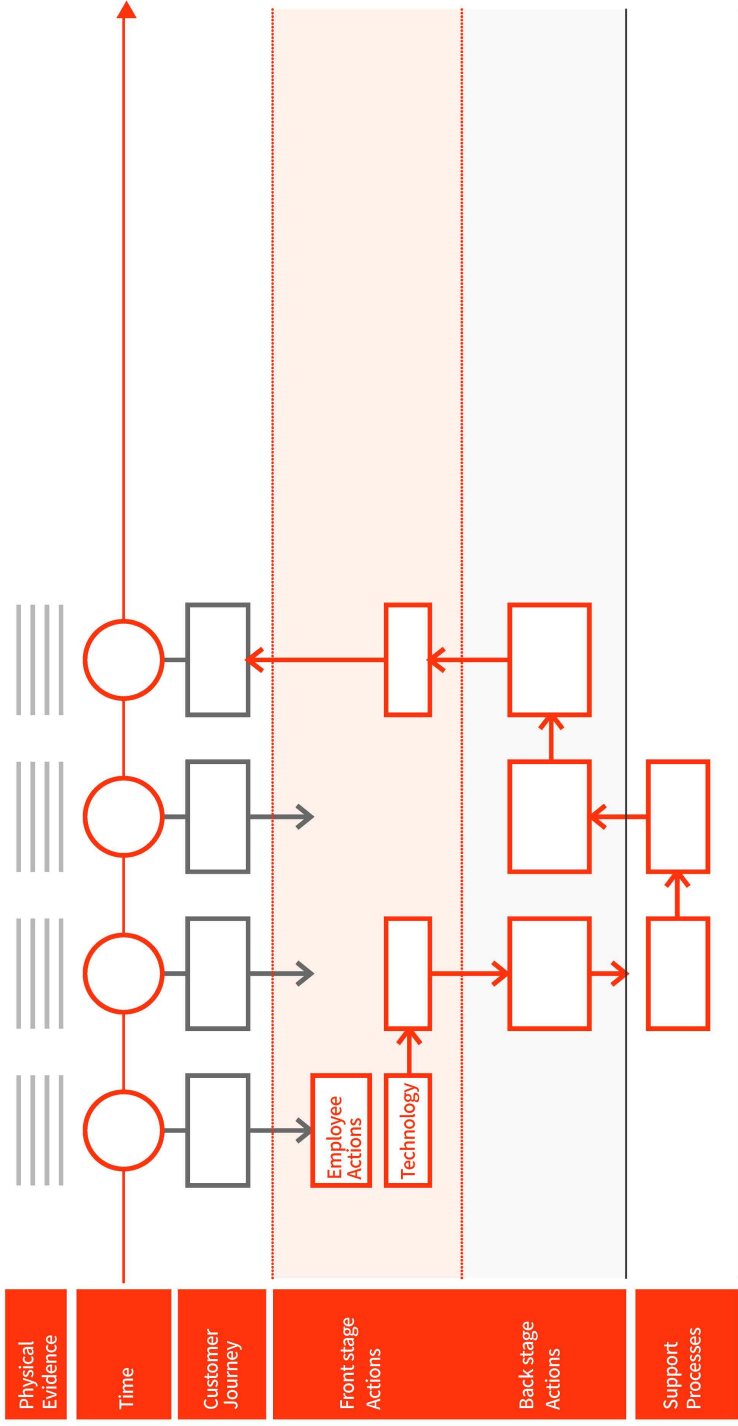
속성 (-)



블루프린트 (Blue Print)

PROJECT TITLE:

SUBJECT:





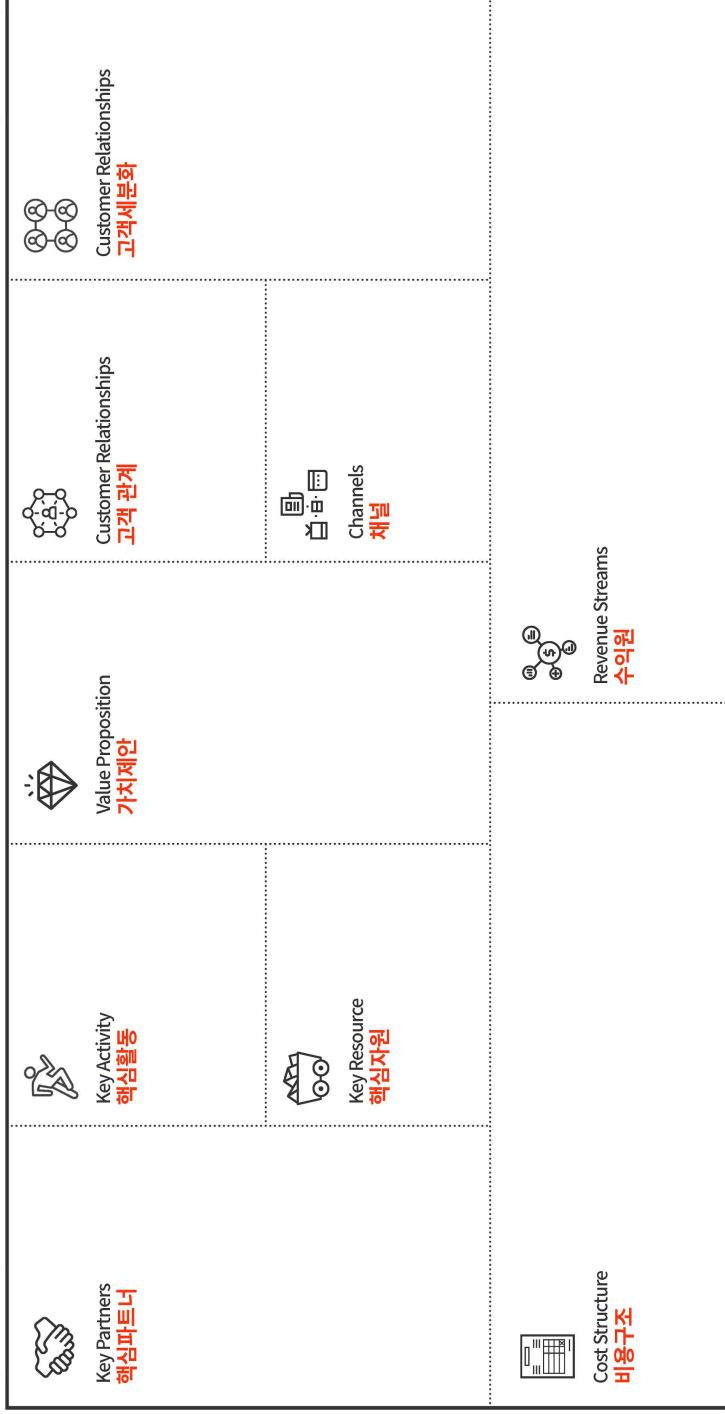
비즈니스 모델 캔버스 프레임

PROJECT TITLE:

(투입요소 중심)

SUBJECT:

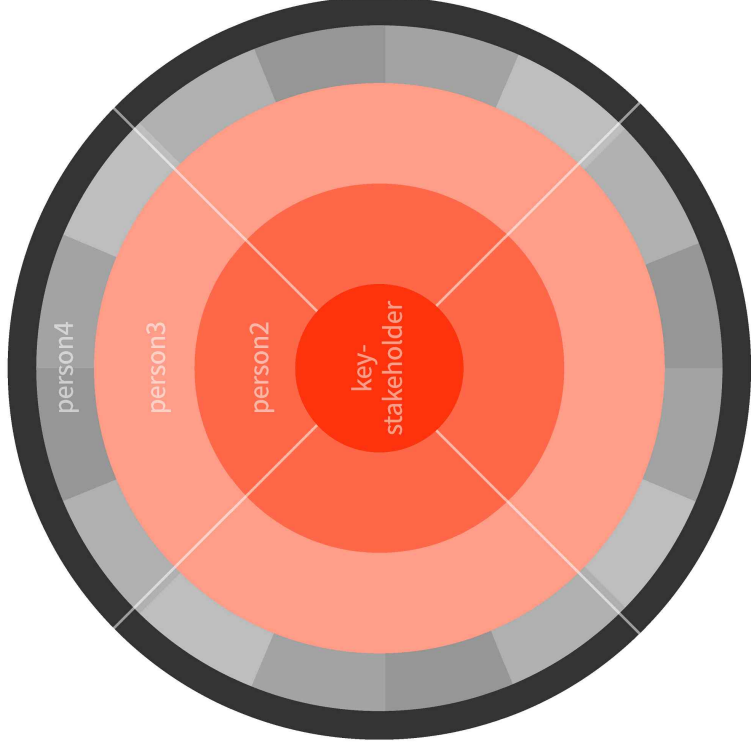
(결과요소 중심)



이해관계자 지도(Stakeholder'S MAP)

PROJECT TITLE:

SUBJECT:





# 스토리보드 (Storyboard)

PROJECT TITLE :

SUBJECT :

SCENE	SHOT	DURATION
[Storyboard Panel 1]		

Storyboard panel 1 content: Three rectangular frames. The first frame contains a list of six horizontal lines, with the first two numbered 1 and 2. The second frame contains a list of six horizontal lines, with the first two numbered 3 and 4. The third frame contains a list of six horizontal lines, with the first two numbered 5 and 6. Below each frame is a speech bubble icon.

SCENE	SHOT	DURATION
[Storyboard Panel 2]		

Storyboard panel 2 content: A green curved line with six circular nodes. Below the line are three rectangular frames, each containing a list of six horizontal lines.

# 디자인 비즈니스 기획

WORKBOOK

