

مشروع تمكين الشباب في التميز Youth Excellency Project

برنامج نموذج العمل التجاري

تطوير العملاء

يتم تنفيذ مبادرة "مرشد ريادة البلديات" من قبل مركز الملك عبد الله للتميز وبدعم كريم من الشعب الأمريكي من خلال الوكالة الأمريكية للتنمية الدولية USAID، ولا يعكس محتوى هذه المادة التدريبية بالضرورة آراء الوكالة الأمريكية للتنمية الدولية USAID أو حكومة الولايات المتحدة الأمريكية.

تعريف بطريقة العمل اللين

(Lean Methodology)

Lean Started in 1104!?

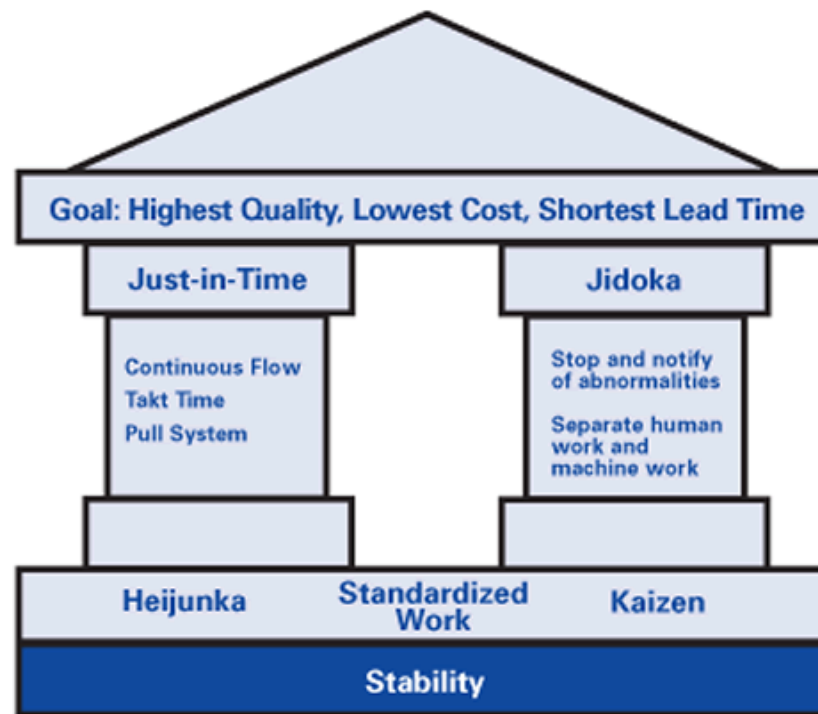




- شركة فورد 1913
- شركة تويوتا في الخمسينات

صناعة السيارات
والعمل اللين

ما هو تعريف العمل اللين



Toyota Production System "House."



الحكومات



الصحة



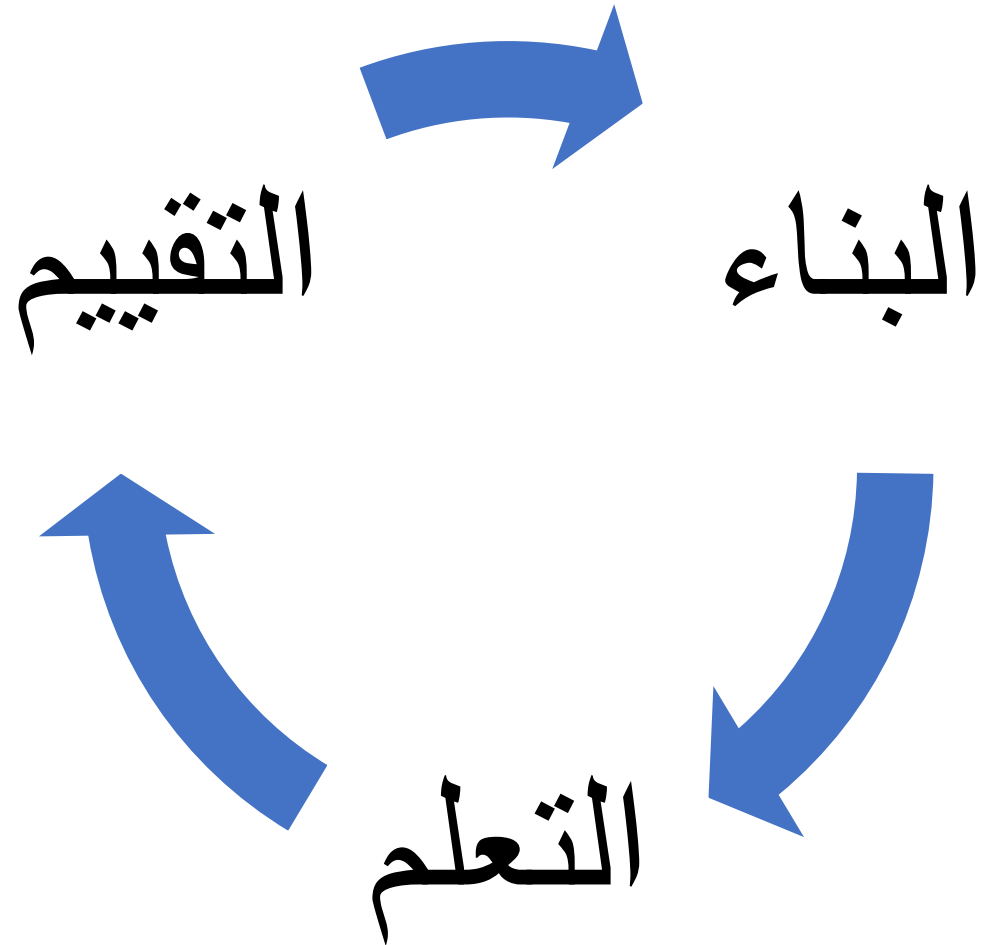
الفنادق



الطعام والشراب

اين يصلح تطبيق العمل
اللين؟

طريقة العمل اللين والشركات الناشئة



عملية تطوير العملاء










The Business Model Canvas

Designed for:

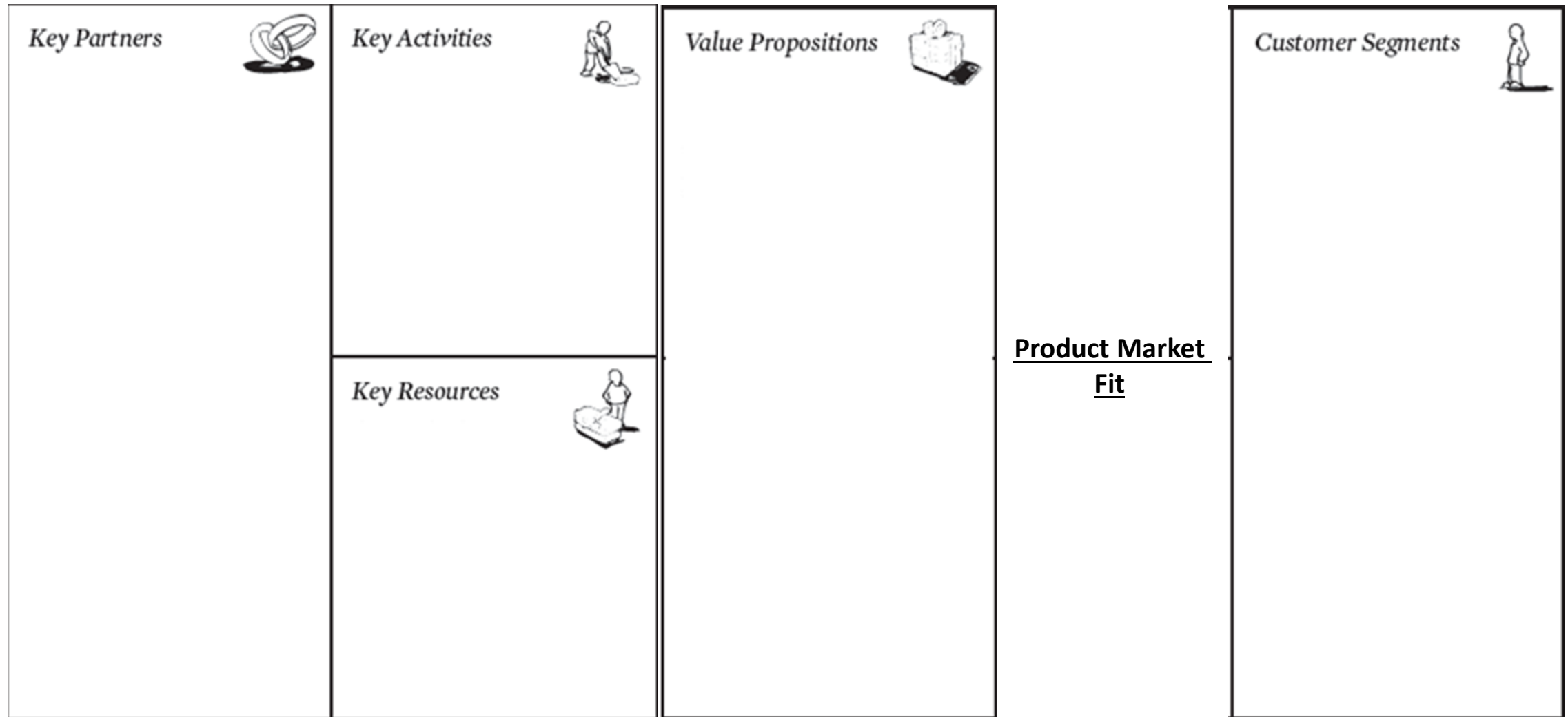
Designed by:

Date:

Version:

Key Partners  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>EXAMPLES Distribution and sourcing Procurement of raw materials Acquisition of particular resources and activities</p>	Key Activities  <p>What Key Activities do our Value Propositions require? What are our key activities? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>EXAMPLES Production Platform building Platform network</p>	Value Propositions  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which Customer needs are we satisfying?</p> <p>EXAMPLES Newness Performance Customization Convenience "Getting the job done" Design Accessibility Price Self-Service Risk Reduction Flexibility Socialability Complementary</p>	Customer Relationships  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones are we establishing? How are they integrated with the rest of our business model? How costly are they?</p> <p>EXAMPLES Personal assistance Personalized customer assistance Self-Service Automated services Communities Co-creation</p>	Customer Segments  <p>For whom are we creating value? Who are our most important customers?</p> <p>EXAMPLES Mass Market Niche Market Segment Market Market Multi-sided Platform</p>
Key Resources  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>EXAMPLES Human Financial Intellectual (brand, patents, copyrights, data) Physical Social</p>		Channels  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer relationship?</p> <p>CHANNEL TYPES 1. Awareness 2. Evaluation 3. Purchase 4. Delivery 5. After-sales 6. After-sales 7. After-sales 8. After-sales 9. After-sales 10. After-sales</p>		
Cost Structure  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>EXAMPLES Our Cost Structure is most critical to our value proposition, customer acquisition, customer relationship, value chain (distribution) or value creation (premium value proposition) Variable costs Fixed costs (salaries, rent, utilities) Variable costs Cost of sales Overhead of sales</p>		Revenue Streams  <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPE Asset sale Usage fee Licensing Advertising</p> <p>PRICE MECHANISM Asset sale Usage fee Licensing Advertising</p> <p>VALUE PROPOSITION Asset sale Usage fee Licensing Advertising</p>		

نموذج العمل
التجاري





B2C: BAKERY



B2B: CORPORATE
SOFTWARE PROVIDER



B2B2C:
PHARMACEUTICALS

أنواع الزبائن

احتياجات الزبائن



حاجات مختلفة



طرق توصيل مختلفة

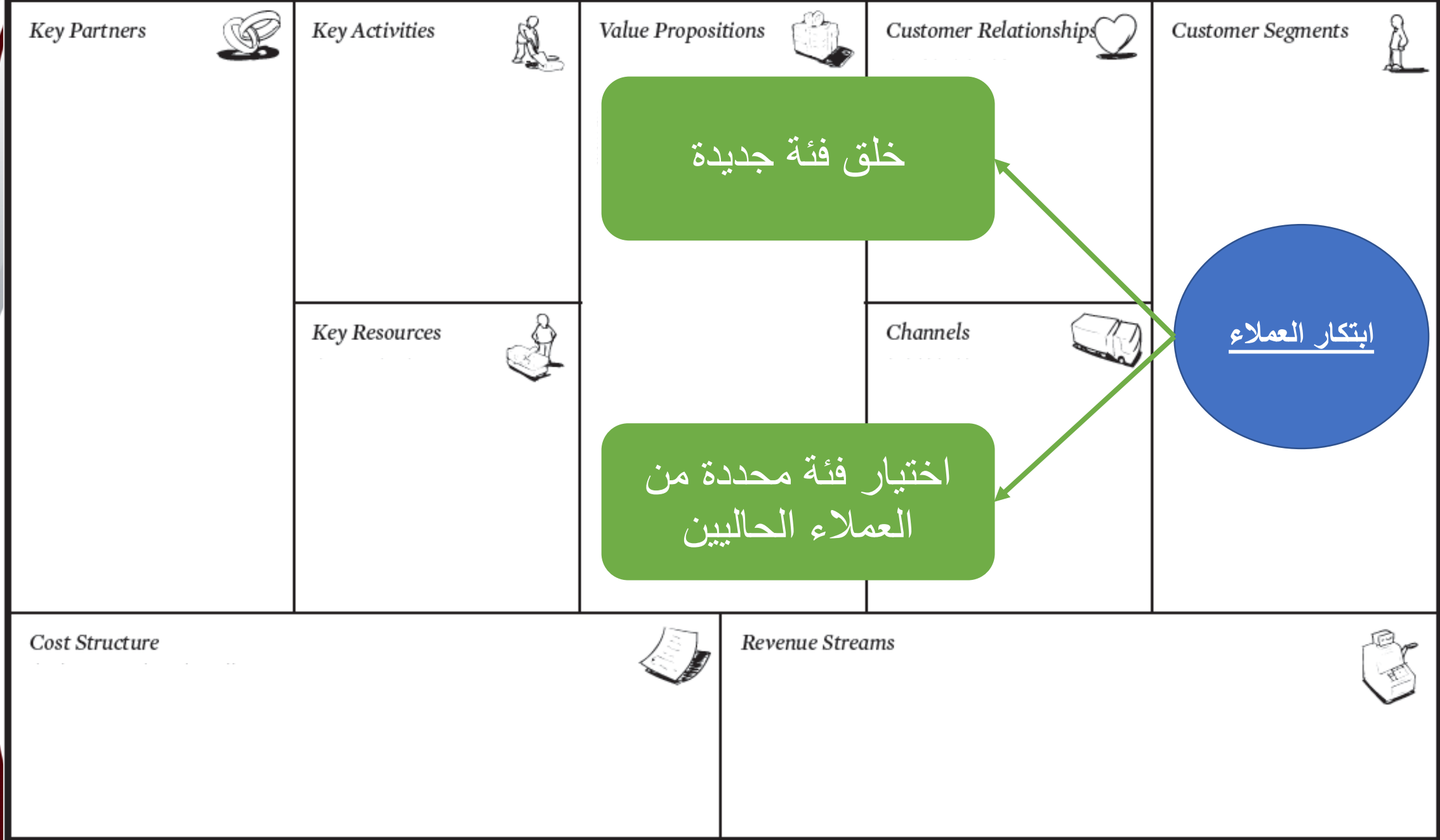


طرق تعامل مختلفة



خصائص مختلفة للمنتج/الخدمة

تمرین



Key Partners



Key Activities



Value Propositions



Customer Relationships



Customer Segments



Cost Structure



Revenue



Key Partners



Key Activities



Value Propositions



Customer Relationships



Customer Segments



THE IMPOSSIBLE BURGER

It's here. A delicious burger made entirely from plants for people who love meat. No more compromises. Ready for an introduction?



annels



Cost Structure



Street





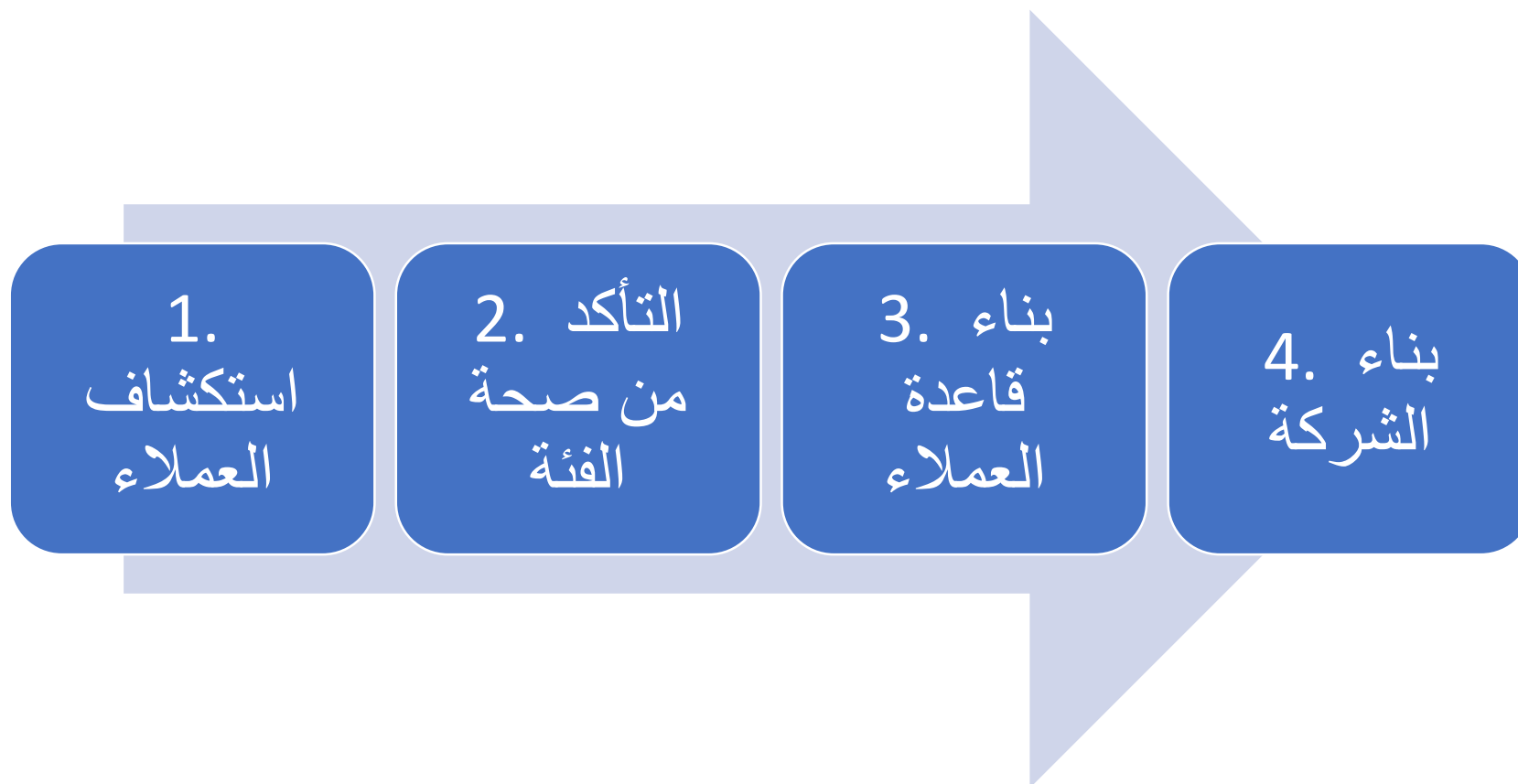
الوظيفة Function

المجتمع Social

العاطفة Emotional

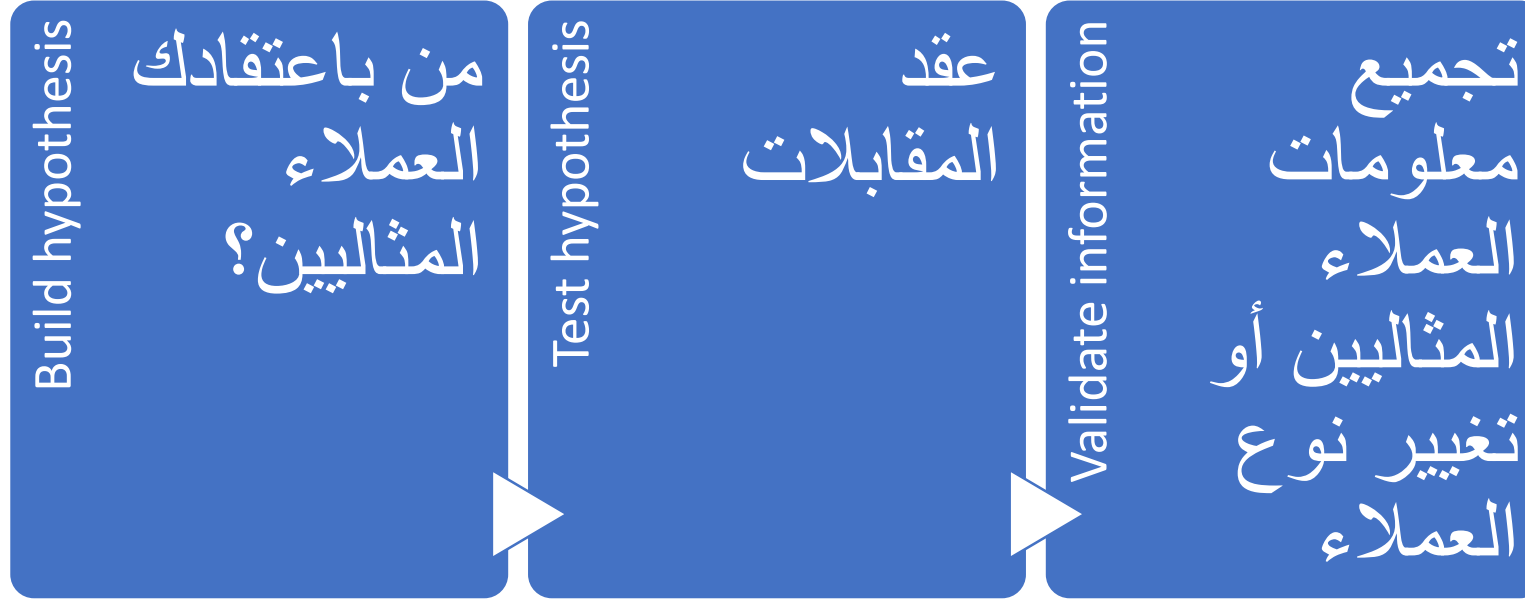
المعرفة Epistemic

عملية تطوير العملاء

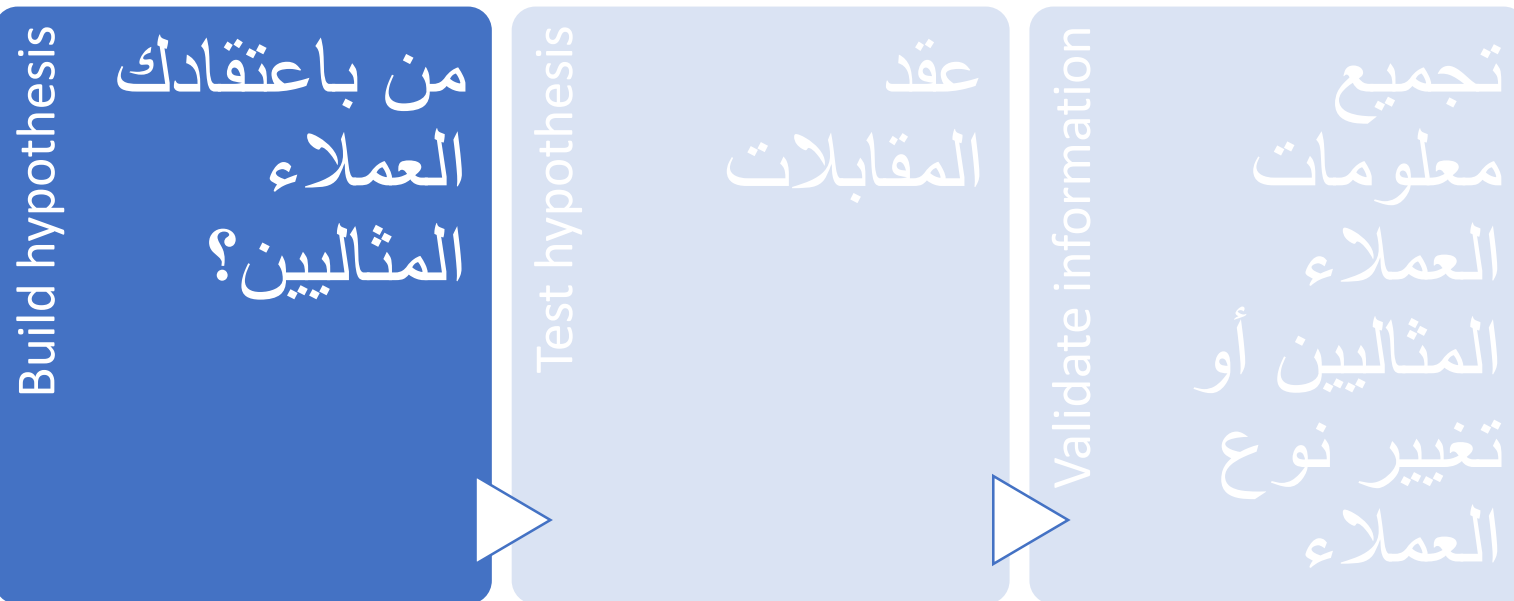


فرضية العملاء

عملية استكشاف العملاء



عملية استكشاف العملاء





- المناطق الجغرافية
- الصفات الديمغرافية
- الصفات النفسية
- الصفات السلوكية
- اللغة

خصائص العملاء

شخصية العميل الوهمية Persona



الاسم



العمر



الاهداف



الطريقة المستخدمة في الوقت الراهن



التحدي الذي يواجهه

Goals

- discover new skills, tools and software on the internet
- To be recognized for his creations
- To develop a large creative skillset

Frustrations

- Unimaginative, stale creations
- Poor web experiences
- Hard-to-learn online software

Biography

Felicity is a young, creative person working at Whole Foods. She is growing tired of her job and wants to look into work in the creative field. She is quite experienced with consumer-level technology and enjoys web-browsing sites such as Stumbleupon. She likes to share and display her creations to friends and family. However, she prefers to work and learn alone.

FELICITY GRAYE



"I love learning new tools that can be used creatively."

AGE: 24

Occupation: Whole Foods

Status: Single

Location: Vancouver, BC

Tier: Enthusiast

Archetype: The Subtle Touch

Technology

IT & Internet
Software
Mobile Apps
Social Networks



Creative

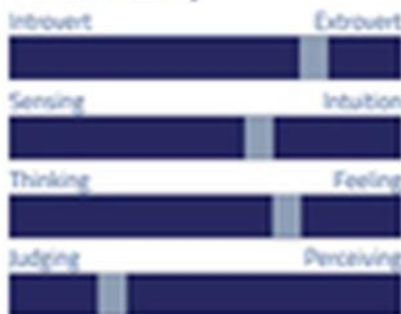
Experimental

Expressive

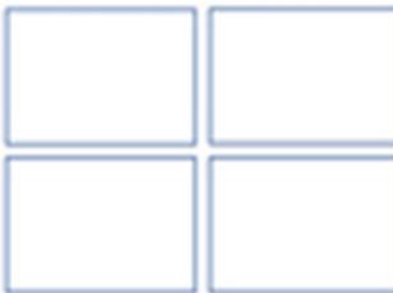
Motivations



Personality



Associated Brands



خريطة التعاطف

Business Model - The Empathy Map

Designed for: Designed by:

Customer Perspective:

Date:

Iteration:

What does she
THINK and FEEL?
what does she think?
what does she feel?
what does she expect?
what does she believe?

What does she
SEE?
what does she see?
what does she hear?
what does she touch?
what does she taste?
what does she smell?

What does she
SAY and DO?
what does she say?
what does she do?
what does she think?
what does she feel?
what does she expect?
what does she believe?

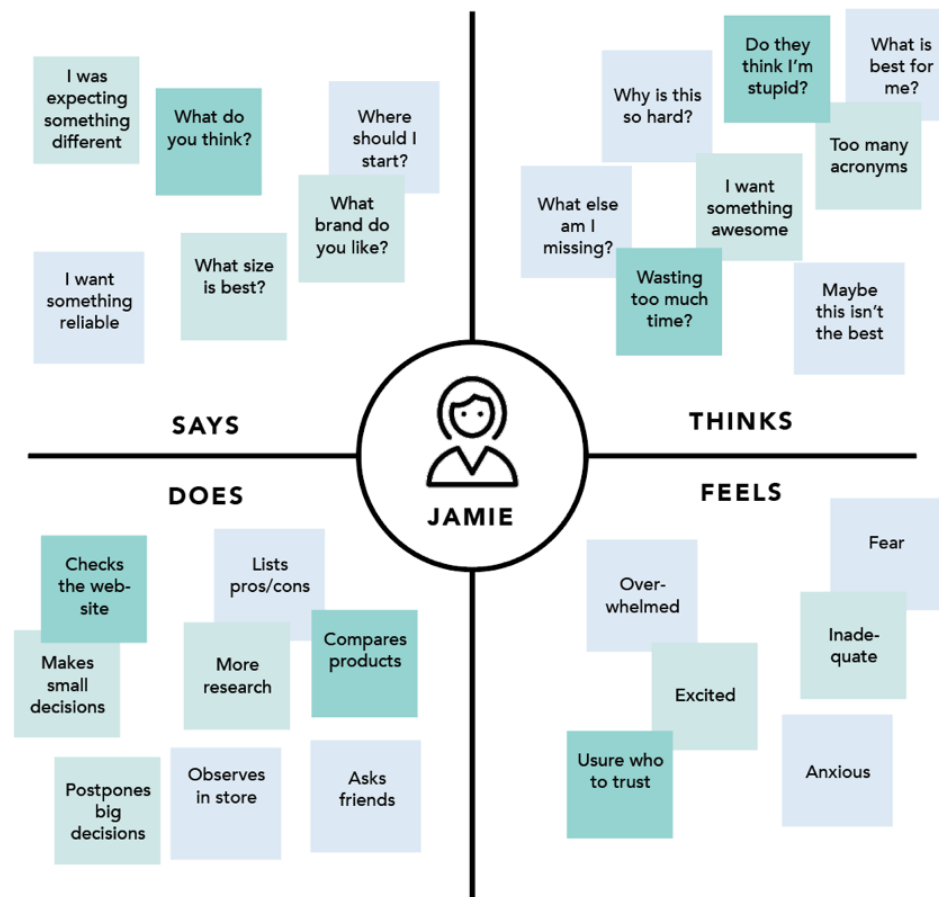
What does she
HEAR?
what does she hear?
what does she see?
what does she touch?
what does she taste?
what does she smell?

PAIN
fears, frustrations, obstacles

GAIN
wishes, needs, measures of success, obstacles

مثال على خريطة التعاطف

EMPATHY MAP Example (Buying a TV)

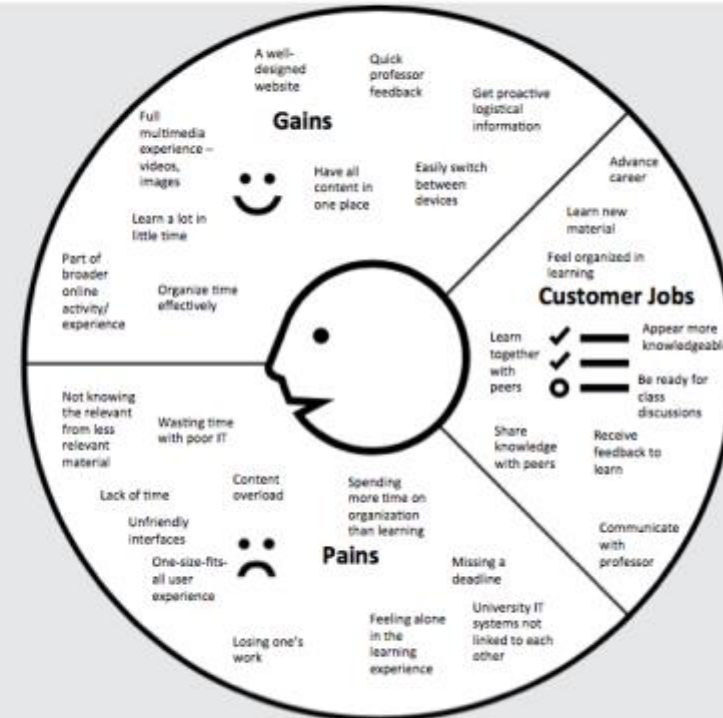


ملف العميل

Value Map

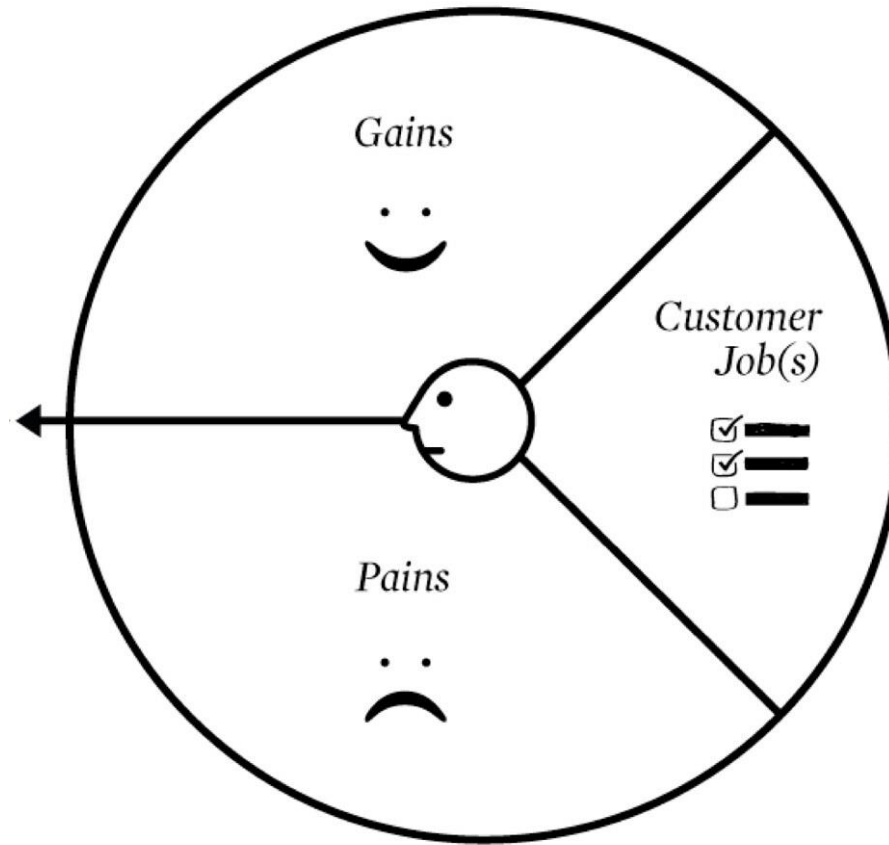


Customer Profile

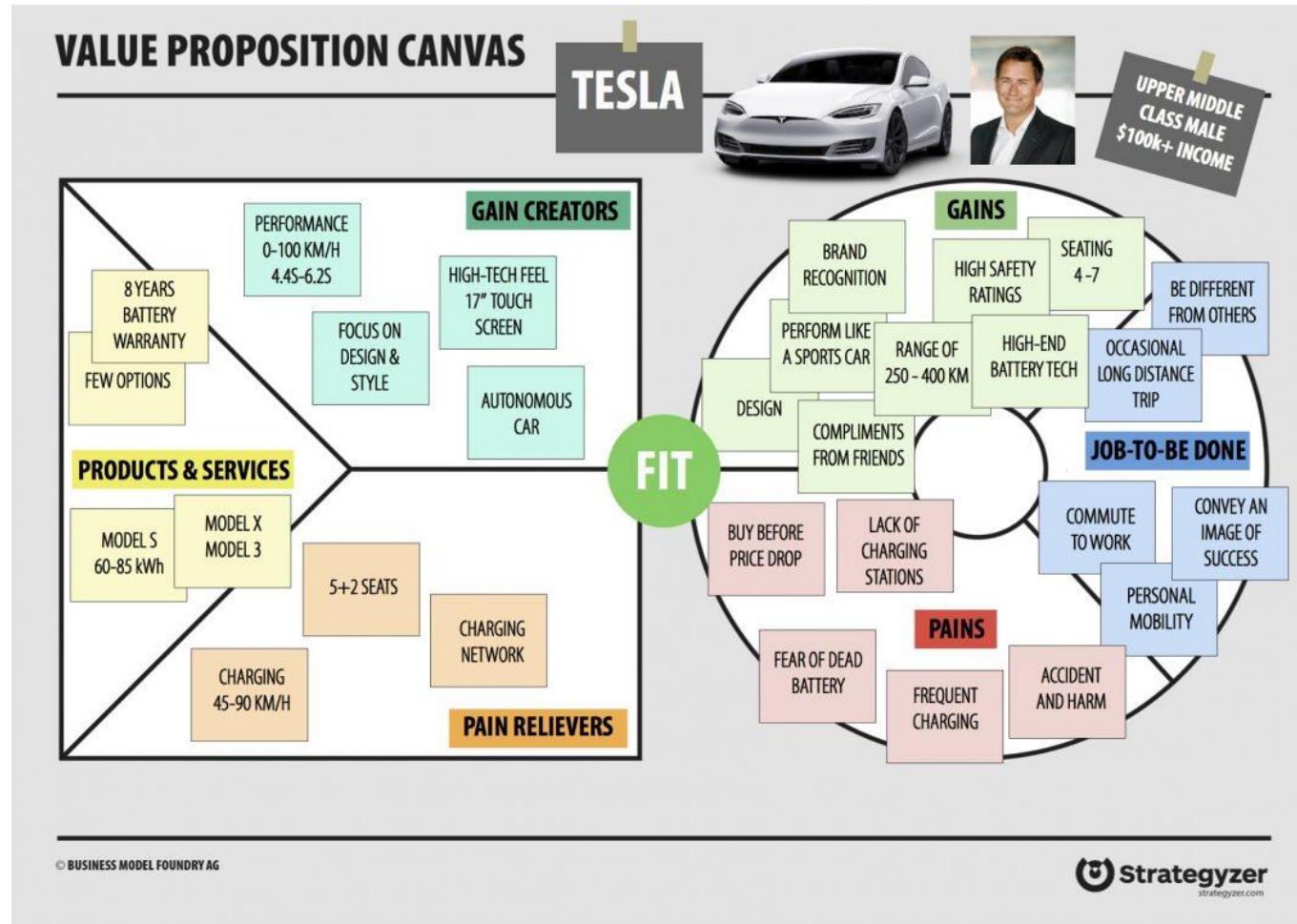


Templates from Osterwalder & Pigneur, *Value Proposition Design* (1999), pp. 13-38

ملف العميل



القيمة المقترحة لشركة تسلا Value Proposition



تمرین

Never stop learning! Always listen more

مشروع تمكين الشباب في التميز
Youth Excellency Project

برنامج نموذج العمل التجاري

بناء القيمة المقترحة



الكرسي



أمثلة على القيمة المقترحة



أنواع القيمة المقترحة



وظيفية

اجتماعية

عاطفية

معرفية

ماهي معايير القيمة المقترحة:

1. تقدم حل لمشكلة محددة
2. من الممكن قياسها
3. فريدة من نوعها

أنواع القيمة المقترحة:



قيمة الوظيفة المقدمة



قيمة التصميم

القيم الوظيفية



الأداء



التخصيص



نظام المنتج



الإستدامة



Print



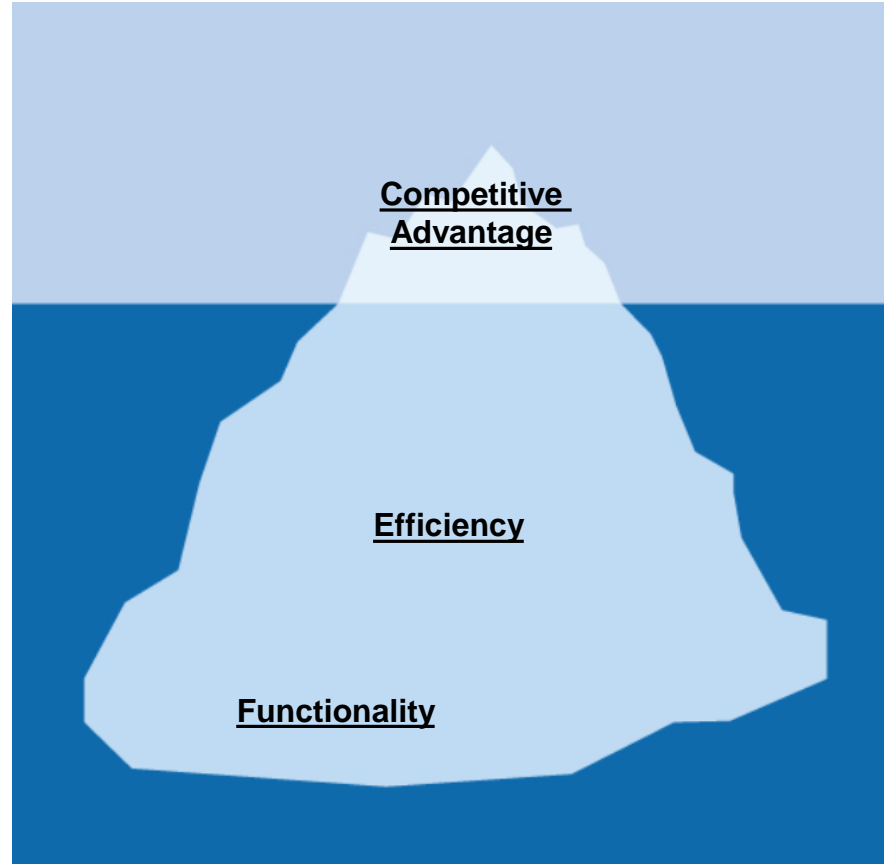
کیندیان



SAGER



علينا دائما التأكد من استدامة المنتج أمام المنافسين



البناء على ما بني من قبل



أفضل الهواتف الجواله لعام 2019



أفضل الهواتف الجواله لعام 2019



الابتكار المقتصد (Frugal Innovation)

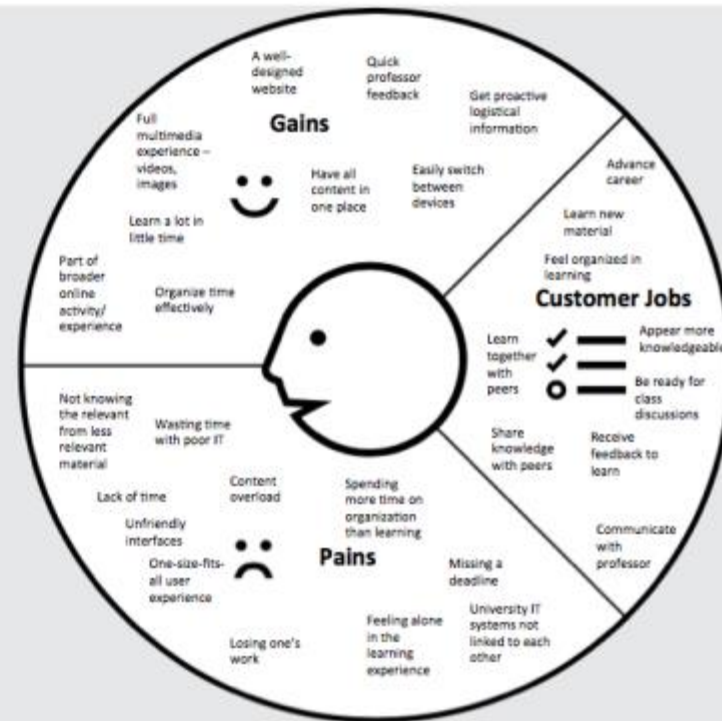


ملف العميل

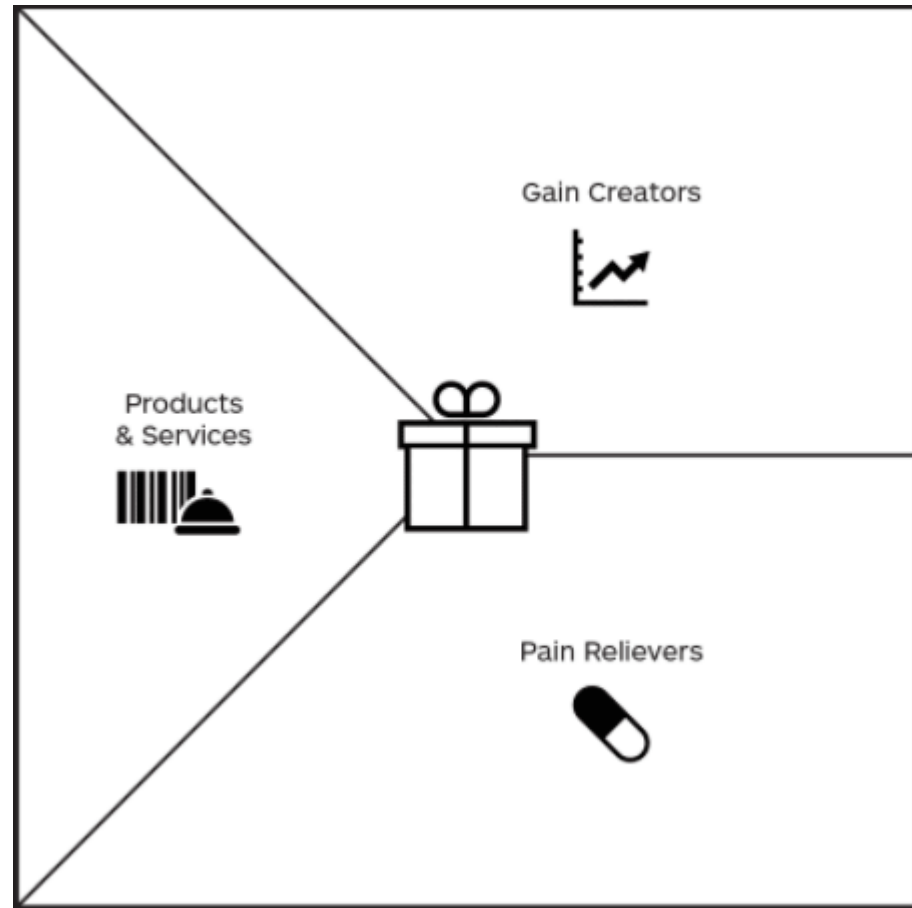
Value Map



Customer Profile



لوحة المنتج



الخصائص والمنافع

تمرين الهاتف النقال الخاص بك

1. ماهي مواصفات الكاميرا؟
2. ما هي مواصفات البطارية؟
3. ما هي مواصفات الشاشة؟
4. ما هي مواصفات المعالج الذكي؟

	Microsoft 365 E5 ¹	Microsoft 365 E3 ¹	Microsoft 365 F1
✓ Partially included ✓ Included	Access the latest products and features within Microsoft 365, including advanced threat protection, security and collaboration tools.	Access core products and features within Microsoft 365 to enhance workplace productivity and drive innovation, securely.	Connect with your Firstline Workers through purpose-built tools and resources that allow them to do their best work.
Operating System	✓	✓	✓
+ Applications	✓	✓	✓
+ Email & calendar	✓	✓	✓
+ Meetings & Voice	✓	✓	✓
+ Social & intranet	✓	✓	✓
+ Files & Content	✓	✓	✓
+ Task Management	✓	✓	✓
+ Device & app management	✓	✓	✓
+ Identity & Access Management	✓	✓	✓
+ Threat Protection	✓	✓	✓
+ Information Protection	✓	✓	✓
+ Security Management	✓	✓	✓
Advanced Compliance	✓	✓	✓
+ Advanced Analytics	✓	✓	✓
	Contact sales	Contact sales	Contact sales

Galaxy Note10

- Aura Glow
- Aura Black
- Aura White

6.3"

Selfie Camera

Telephoto Camera
Wide-angle Camera
Ultra Wide Camera

3500mAh (typical)

8GB

256GB

Galaxy Note10+

- Aura Glow
- Aura Black
- Aura White

6.8"

Selfie Camera

Telephoto Camera
Wide-angle Camera
Ultra Wide Camera
DepthVision Camera

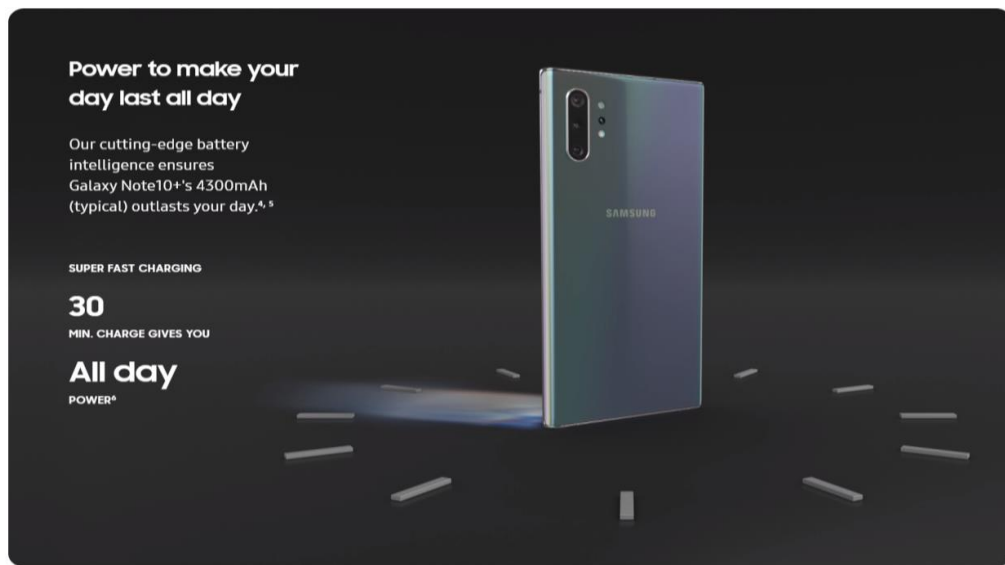
4300mAh (typical)

12GB

256GB
512GB

الخصائص هي السبب الرئيس
لشراء المنتج

مُثَبِّطَاتُ الأَلَمِ – Pain relievers



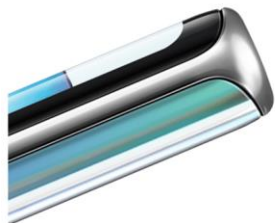
Right-now fast

Our powerful 7nm processor and 12GB RAM combine to harness incredible speeds. With 2.0Gbps LTE, easily download files, live game, and stream content, in even the busiest of places.

LTE	PROCESSOR	RAM ²	RAM ²
2.0Gbps	7nm	12GB	8GB
		ON Galaxy Note10+	ON Galaxy Note10

تمرين: حدد مثبطات الألم
الخاصة بمشروعك

مسببات الكسب - Gain Creators



S PEN

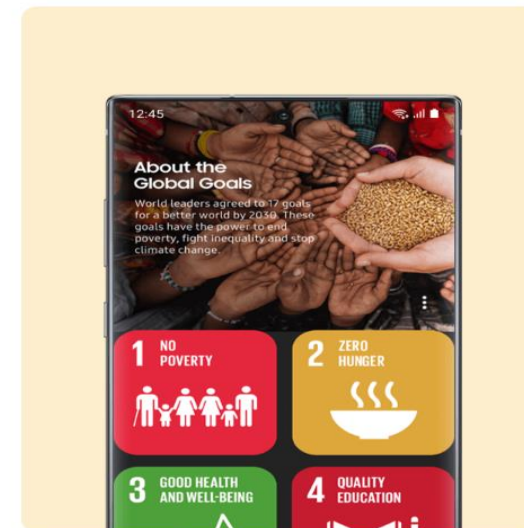
Think it. Write it.
Capture it

LEARN MORE



Together we can create
societal change

Samsung is partnering with the UNDP to give
you easy ways to learn about and contribute to
achieving the Global Goals.¹⁰

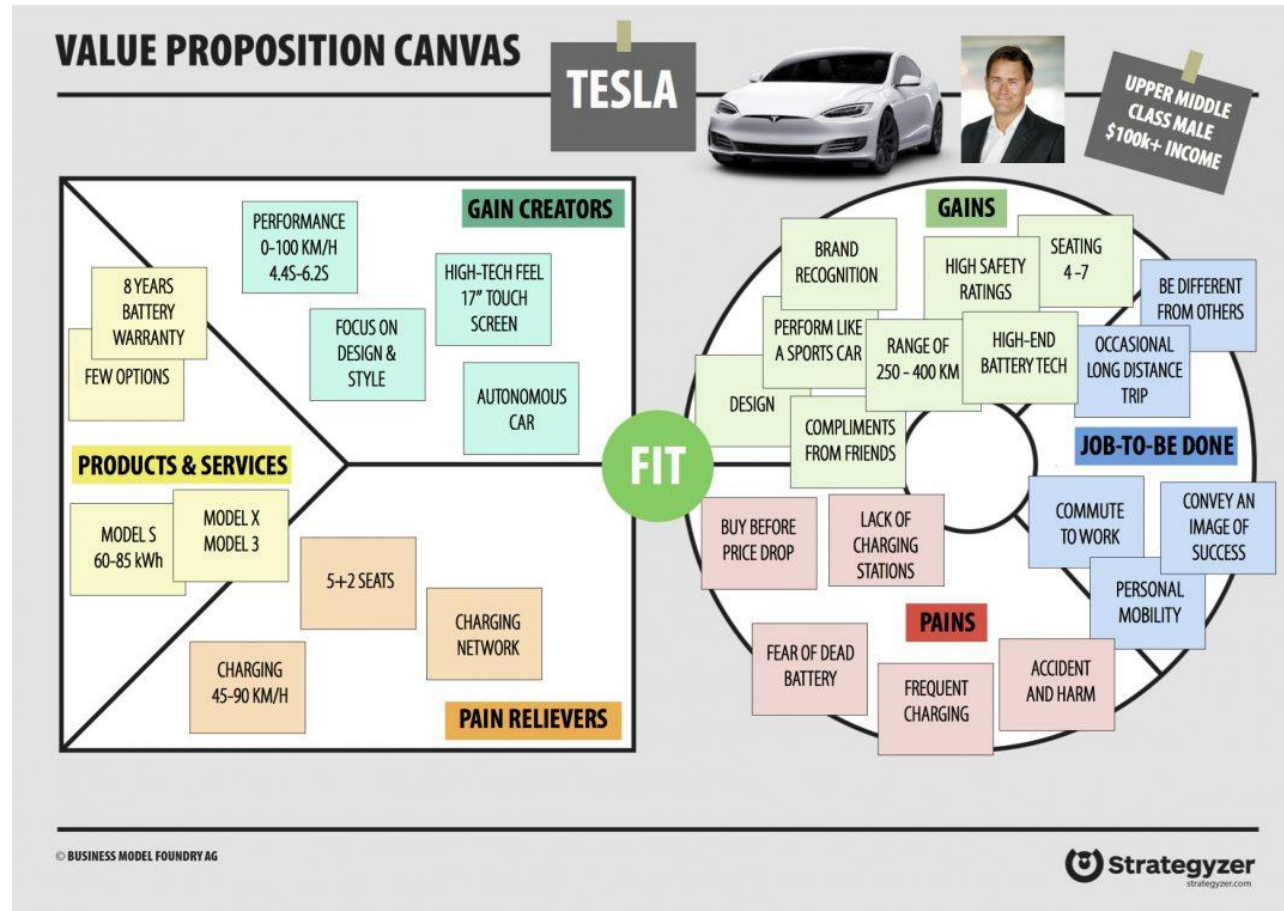


تمرين: حدد مسببات الكسب
الخاصة بمشروعك

تحديد الأولويات

- لضمان نجاح أي مشروع عليك القيام بتحديد الأولويات للخصائص المراد البدء بتقديمها.
- عند قيامك بتقديم جميع الخصائص مرة واحدة، فانك تغامر بخسارة جزء كبير من الوقت، الجهد، والمال، وتزيد من احتمالية الخسارة للمشروع
- للتأكد من قيامك بتحديد الأولويات بالشكل الصحيح، واضب على اختبار الفرضيات على الزبائن المحتملين

نموذج القيمة المقترحة لشركة تسلا



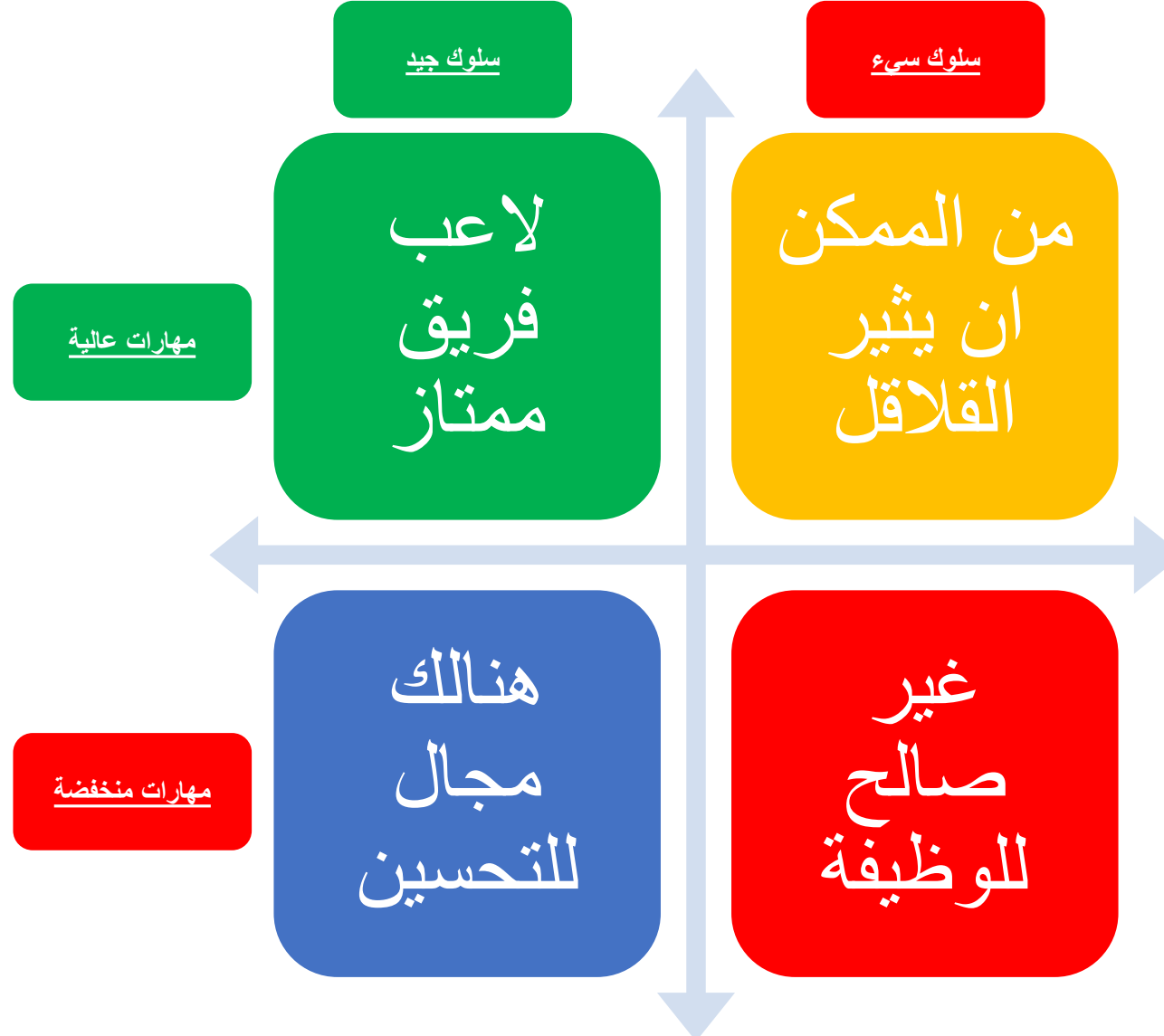
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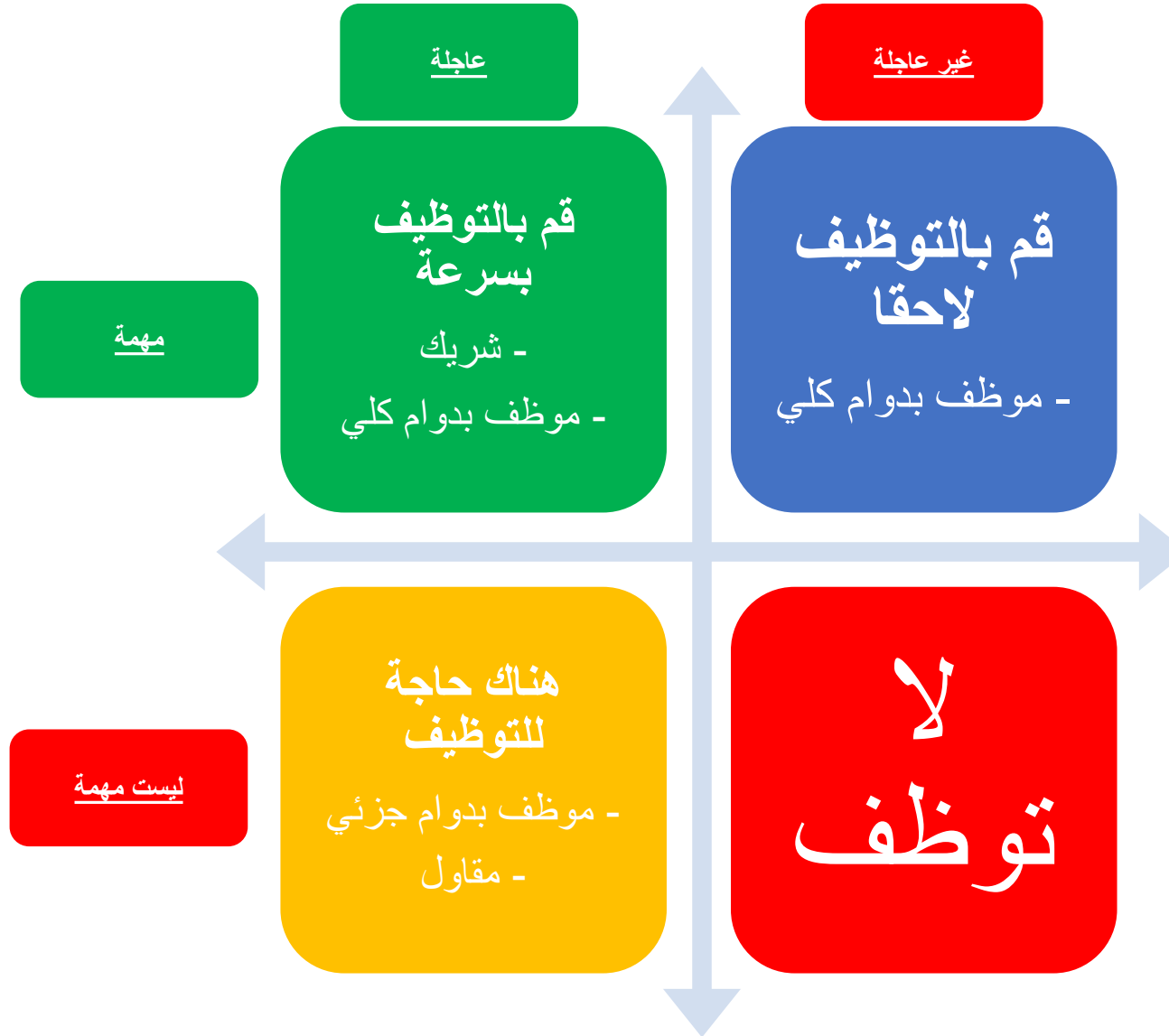
بناء الفريق



المهارات والسلوكيات



أولويات المهام



احتياجات المهارات وتوافرها

Skills Needed	Among Partners	
	Availability	Team Member
Pythone	<input type="checkbox"/>	
Java	<input checked="" type="checkbox"/>	Khaled
Arduino	<input type="checkbox"/>	
3D Printing	<input type="checkbox"/>	
Digital Marketing	<input checked="" type="checkbox"/>	Issa
Sales	<input checked="" type="checkbox"/>	Rami

احتياجات المهارات وتوافرها

Skills Needed	Among Partners		Neded Experience
	Availability	Team Member	
Pythone	<input type="checkbox"/>		5 Years experience
Java	<input checked="" type="checkbox"/>	Khaled	
Arduino	<input type="checkbox"/>		3 Years experience
3D Printing	<input type="checkbox"/>		2 Years experience and knowledge in 3D design
Digital Marketing	<input checked="" type="checkbox"/>	Issa	
Sales	<input checked="" type="checkbox"/>	Rami	

أنواع عقود العمل

- دوام كلي – Full Time
- دوام جزئي – Part Time
- مقاول – Freelance

التوظيف والجدول الزمني



المجلس الاستشاري

شكراً لكم....