



DESIGN THINKING



Introduction



On chance time this, college student assigned make *Business Model Canvas* (BMC). Students who are given the task are students who are running a business and are part of the Young Agricultural Entrepreneur Growth (PWMP) project.

An example of an assignment was taken from a group of students who have a cafe coffee business.

Here are the results of the assignments that we summarize.

BUSINESS MODEL CANVAS_1



Business Model Canvas

Dictionary Coffee

Yusril, Brilliant, and Septiar

May 23, 2021

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Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p>Stockgreenbean coffee from at Friday Coffee.</p> <p>Greenbean coffee roasting service at Etio Coffee</p> <p>Packing and printing for coffee at BSBC Packing Store</p> <p>eos</p>	<p>Production includes purchasing of materials, compounding, and packing</p> <p>Promotion through social media</p> <p>Product design</p> <p>Key Resources</p> <p>Coffee serving equipment</p> <p>Barista</p> <p>Outlets (place, electricity and water)</p>	<p>Original coffee from coffee farmers</p> <p>Easy payment (direct, or transfer)</p> <p>Price affordable product</p> <p>Outlet</p>	<p>Interaction via social media</p> <p>Directly on <u>scopeCommunity</u> outlets</p> <p>Channels</p> <p>Direct selling at the outlet</p> <p>Social media (Instagram, Tiktok, and <u>Whatsapp</u>)</p>	<p>Our customers include students, lecturers and employees on campus</p> <p>Our products are very affordable with attractive product designs</p> <p>Integrated customers through product information on social media</p>
<p>Cost Structure</p> <p>Production includes coffee raw materials, roasting, packing, and shipping costs</p> <p>Marketing includes stickers and pamphlets</p>		<p>Revenue Streams</p> <p>Coffee product sales <u>produk</u></p>		

BUSINESS MODEL CANVAS_2



Business Model Canvas

Dictionary Coffee

~~Yusti, Dhinant, and Sepua~~

May 23, 2021

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Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p>Stockgreenbean coffee from at Friday Coffee.</p> <p>Greenbean coffee roasting service at Etio Coffee.</p> <p>Packing and printing for coffee at BSBC Packing Store.</p> <p>eos</p>	<p>Production includes purchasing of materials, compounding, and packing</p> <p>Promotion through social media</p> <p>Product design</p> <hr/> <p>Key Resources</p> <p>Coffee serving equipment</p> <p>Barista</p> <p>outlets (place, electricity and water)</p>	<p>Original coffee from farmer coffee</p> <p>Easy payment (<u>direct</u>, or transfer)</p> <p>Price affordable product</p> <p>Outlet</p>	<p>Interaction via social media</p> <p>Directly on scopeCommunity outlets</p> <hr/> <p>Channels</p> <p>Direct selling at the outlet</p> <p>Social media (<u>Instagram</u>, <u>Tiktok</u>, and <u>Whatsapp</u>)</p> <p>Through online partners (<u>gofood</u> and <u>grabfood</u>)</p>	<p>Our customers include students, lecturers and employees on campus</p> <p>Our products are very affordable with attractive product designs</p> <p>Integrated customers through product information on social media</p>
Cost Structure		Revenue Streams		
<p>Production includes coffee raw materials, roasting, packing, and shipping costs</p> <p>Marketing includes stickers and pamphlets</p>		<p>Sales of beverage products</p> <p>Sales of food products</p> <p>Consignment with partners</p> <p>Rent a place for activities</p>		

REFLECTION QUESTION



1. How college student respond Duty this? What that motivate they, What that make they frustrated ?

College student consider that Duty this very interesting because they trained Becomes understand to position the business, too give insight How arrange strategy sales with review various aspect effort and component related that summarized Becomes line big only so that make it easy for understood and developed.

The thing that motivate is appraisal this occur by real on business they, so that they by active study and plan solution on obstacles that faced.

The thing that make college student frustrated is trouble on moment do model business canvas because review various kind of aspect that must studied more first.

REFLECTION QUESTION



2. What which you do for help college student You? What that help college student, What that not?

The thing that done:

- a. give example *Business Model Canvas* (BMC) in companies with similar line of business
- b. Explore components *Business Model Canvas* (BMC) and ask students to analyze each part and apply it to the business run by students
- c. Make an example *Business Model Canvas* (BMC) of a business that is filled together with students

Things that help:

- a. Review article BMC
- b. Guide college student in practice composing BMC
- c. To do visit to company that apply BMC

The thing that not help:

- a. Visit company wrong
- b. give example BMC who not corresponding with effort that run

REFLECTION QUESTION



3. If you had to give assignments to your students again, would you do the same, what would you do differently. And why?

We try to give the 3 design thinking assignment models described earlier. Students need to add insight and skills in developing design thinking from various perspectives so that they can make the right decisions and solutions for the business they run. This understanding is very useful for students and can later be applied according to their business needs.

Students respond positively to the assignments given because design thinking is a constructive, solution, systematic and comprehensive way of thinking whose benefits they will feel in the future.

Analysis Competitor



Variable	Competitor 1 (Soul Promise)	Competitor 2 (Coffee Kulo)	Competitor 3 (Shop Kick)	Competitor 4 (Coffee Memories)
Customer segmentati on	The customers of this soul promise are millennials whether they are coffee lovers <u>pecinta</u> or not a coffee lover.	The customers of <u>Kopi Kulo</u> are all ages, because <u>se</u> in <u>listth</u> <u>e kulo</u> coffee menu provides a menu other than those made from <u>basic</u> coffee.	customer <u>onThis</u> <u>Gebrak Shop</u> is <u>generati</u> <u>onmillennial</u> <u>andgene</u> <u>ration</u> above <u>thatused</u> to drink <u>coffeeb</u> <u>ecause</u> <u>shopgeb</u> <u>rak</u> provides menu <u>forcoffe</u> <u>e</u> lover and menu that is not coffee processing.	The customers of this memorable coffee are the millennial generation
<i>Primary Revenue Stream</i> (<u>Gener</u> <u>main</u> income)	<ul style="list-style-type: none"> - coffee product sales - Food sales - Sales of semi-finished coffee (green beans, Roast beans, <u>Coff</u> <u>ee</u> <u>epowder</u>) 	<ul style="list-style-type: none"> - sales of coffee processed beverage products - Sales of beverage products other than processed coffee 	<ul style="list-style-type: none"> - Processed sales <u>coffeesemi</u> <u>finished</u> (Green bean, Roast <u>bean</u> <u>Coffee</u> <u>powder</u>) - Coffee drink sales - Food sales 	<ul style="list-style-type: none"> - Sales of processed coffee drinks - Sales of beverage products other than <u>processedcoffe</u> <u>e</u>

Analysis Competitor



<i>Functionality offered</i>	Service hurr y <u>up</u> and very friendly	Very good service	Fast and good service	Friendly and fast service
<i>Channels</i>	<ul style="list-style-type: none"> - Social media (instagram, Youtube, website) as a means of promotion - Online Shope for easy product ordering - Online motorcycle taxi application, to make it easier for consumers to order products - Testimoni als from other customers 	<ul style="list-style-type: none"> - Social media as a means of promotion to consumers - Testimoni als from consumer s - The online motorcyle taxi application as a means to make it easier for consumers to order products - <u>Kulo App appto</u> facilitate consumer s in 	<ul style="list-style-type: none"> - Social media (Instagram, Facebook), as a means of promotion - Testimonials from consumers. - <u>Direct selling inOutlet</u> 	<ul style="list-style-type: none"> - Social media (Instagram) as a means of promotion - Direct selling <u>inOutlet</u> - Testimoni als from Consumer s - Memories Coffee application as a means to make it easier for consumers to order products - <u>Shope online application (Toko pedia,</u>

Analysis Competitor



	<ul style="list-style-type: none"> - The Soul+ app is the app Promise uses <u>soul</u> to make it easier for consumers to order products and <u>get</u> information about Soul Promise 	<p>order products</p>		<p><u>Shopee</u>) to make it easier for consumers to order</p> <ul style="list-style-type: none"> - Online motorcycle taxi application
<i>Key activities</i>	<ul style="list-style-type: none"> - Production activities - Purchase of raw materials - Promotional activities - Sales of processed coffee products and <u>Other Menu.</u> 	<ul style="list-style-type: none"> - Production activities - Purchase of raw materials - Promotional activities - Sales of processed coffee products and <u>Other Menu.</u> 	<ul style="list-style-type: none"> - Production activities - Purchase of raw materials - Promotional activities - Sales of processed coffee and menu other. 	<ul style="list-style-type: none"> - Production activities - Purchase of raw materials - Promotional activities - Sales of processed coffee products and other menus.

Analysis Competitor



Price	The price offered is affordable and available menu with price for upper middle class	Price <u>thats</u> et quite affordable	Price <u>thats</u> et very affordable	Price <u>thats</u> et quite affordable
Product quality	Very <u>good</u> , <u>product display</u> very interesting	Very good and attractive appearance	Very good	Very <u>goo</u> <u>d attractive look</u>
Place design	Minimalist	Minimalist <u>withtouch</u> industrial	nature, semi -outdoor	Minimalist with a classic touch

Mapping Channel



Brand Value

Experience
The coffee found in the coffee dictionary has a unique color because there are gradations, namely white due to milk and brown color at the bottom due to palm sugar and coffee.

Channels

Social media, flyers and banners

Customer s

Customer
permanen
t

Physical

Repair from Result Analysis Competitor



1. Customer Segments: Add segment customer from citizens outside campus
2. Primary Revenue Stream : Add menu food/snack companion coffee
3. Functionality offered : Speed up process service
4. Channels :Develop application booking independent, Thing this too aim introduce brand product
5. Key activities : Serving snack companion coffee
6. Price : Maintain concept price affordable
7. Product Quality : Develop variant taste product
8. Place Design : Build shop coffee standard and representative

Evaluation : Product Dictionary Café, is effort stub college student that moment this still run with amenities simple and variant menu limited, however effort hard, spirit, and desire study is Thing that deserve appreciated and supported. In development campus planned build shop cafe coffee as form endorsement on process study college student.

Cafeteria Design Plan



Mapping Channel



Character

Dictionary
Coffee has a
creamy,
bitter, sweet,
sour
character,
which is just
right. The
right acid
and
bitterness is
because
ratio

Sponsorship, social media
and typing media

Customer
perman
ent

Mapping Channel



which has
passed
several
trials.

The creamy
that is
produced is
the best milk
in
present time

REFLECTION QUESTION



4. What can you say about the competencies and skills that students must use to fulfill their assignments?
 - a. Soft Skills business
 - b. Forecasting business (*forecasting*)
 - c. Analysis behavior consumer
 - d. Analysis needs market
 - e. Analysis studies appropriateness effort
 - f. Mastery IT
 - g. Public speaking

Student Activity Documentation



Student Activity Documentation



THANK YOU

