

value flow™

A staged based view of value creation for better product development.

01



IDENTIFY VALUE

Observe an individual or group's behavior with intentions of finding clear needs or wants via their actions.

02



CREATE VALUE

Create a plain product or service full of benefits matching individuals' needs or wants with reasonable and affordable price.

03



CAPTURE VALUE

Individuals receive products or services by paying money in exchange.

04



DELIVER VALUE

Goods or services are taken by individuals with satisfaction in the values of their uses.

05



RELEASE VALUE

Observe an individual or group's behavior with intentions of finding clear needs or wants via their actions.