

Blue Ocean Tool

Quickstart Guide

Time: 30-120 min

Group Size: 4-6

Materials: Template, Markers, Sticky Notes

Why?

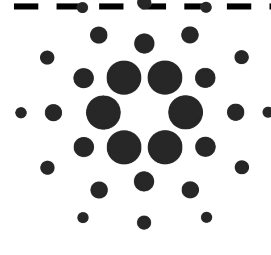
To differentiate your product from the competition and win in new markets.

1. Map strategic factors competitors focus on to the benefit levers.
2. Use red dots to indicate which levers competitors use in which stage of the product life cycle.
3. Assess which factors can be raised, reduced, eliminated, or created.
4. Mark key opportunity factors with blue dots in the relevant stages.
5. Define a unique value proposition based on blue dots that separates you from competitors.

Problem Statement

Brief description

Factors from the Buyer Utility Map. Use red and blue colors to indicate which ones are already being addressed in the current industry landscape, and which ones could be an opportunity for improvement.



4 Actions Framework

Raise
Which factors might be raised?

Reduce
Which factors might be reduced?

Eliminate
Which factors could be eliminated?

Create
Which factors could be created?

Benefit Lever	Life Cycle					
	Purchasing	Delivery	Use	Extension	Maintenance	Disposal
Productivity <i>Can it be increased?</i>						
Simplicity <i>Can it create an advantage?</i>						
Convenience <i>Can it create value?</i>						
Risk <i>Can it be reduced?</i>						
Fun & Image <i>Can fun be increased or image improved?</i>						
Sustainability <i>How can it be increased?</i>						

Findings

Create a new blue ocean value proposition