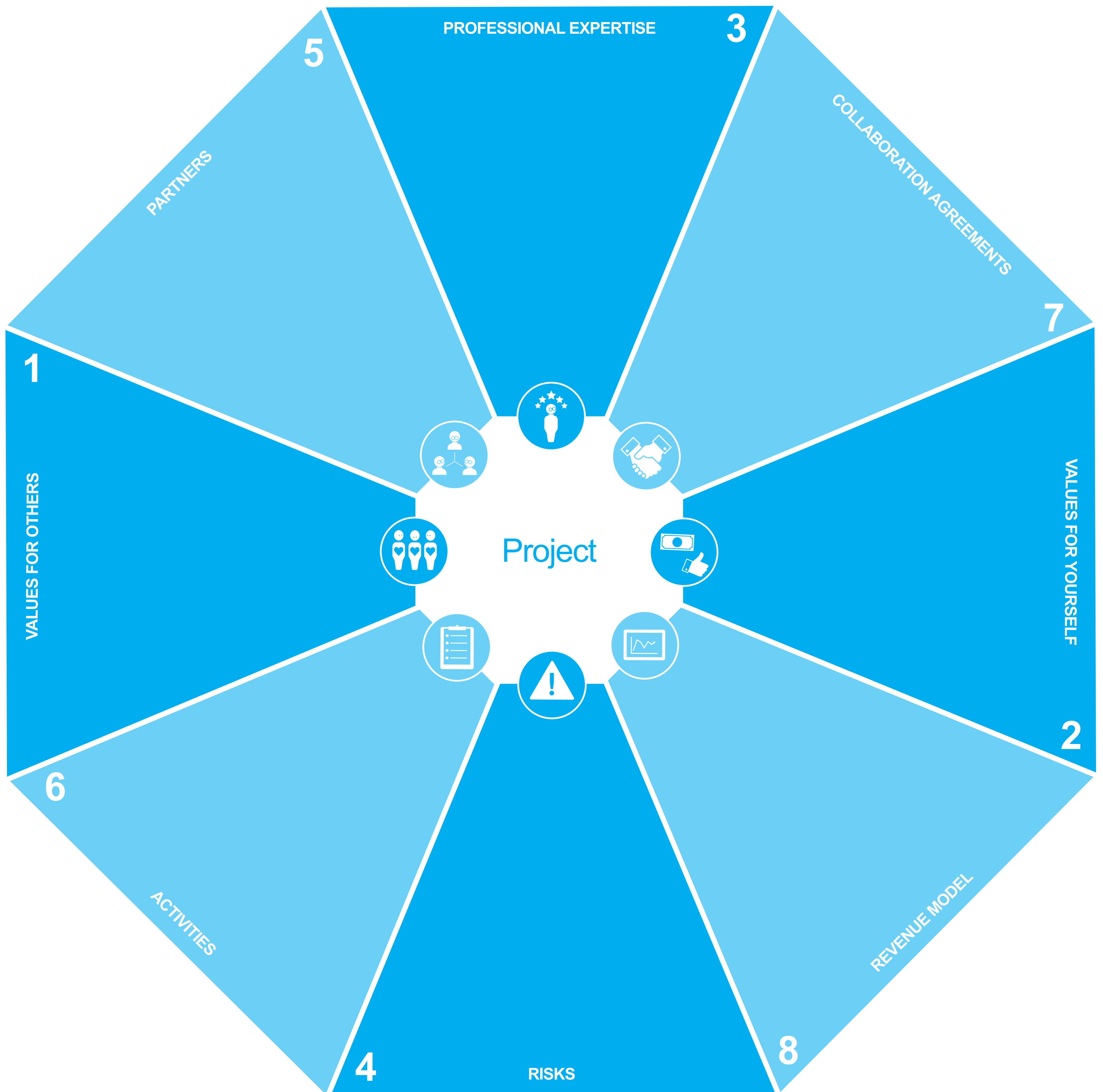


Project Value Modelling Blueprint



Project Value Modelling Blueprint

Project Value Modelling helps to discuss how values in design projects can be created and captured. For a particular project, value-related questions are answered that, step by step, generate an overview of important relationships, tensions, and opportunities. This allows you to make well-informed decisions on project selection, contract negotiation, and collaboration.

The Project Value Modelling Blueprint allows you to discuss and determine an appropriate value model for your project. You fill in the blueprint first horizontally, then vertically, and finally diagonally. The horizontal axis helps you to identify the values you will realize for others (1), and the values you wish to get out of the project yourself (2). The vertical axis, with questions about the professional expertise you bring in (3), and the risks you are willing to take (4), helps to find out which values are at the core of the project. These values can then be realised and secured by determining the right partners (5), activities (6), collaboration agreements (7), and revenue model (8) along the diagonal axes. Link to the Project Value Modelling Blueprint: <https://tudelft.nl/valueconflicts>



STEP 1

Value for others:

Use values

- What quality or utility do you offer your client in this project?
- What quality or utility do you offer users in this project?
- What value would you contribute to society in this project?
- What quality or utility do you offer other stakeholders in this project?
- What makes your offering different from that of your competitors?



STEP 2

Value for yourself:

Financial values

- What would you like to gain financially from this project?

Professional values

- What would you like to gain professionally from this project?
- Think about aspects like status, reputation, skill development, work pleasure etc.



STEP 3

Professional expertise

- What expertise of your own is crucial to realize the aspired use values?
- Apart from expertise, what other resources of your own are crucial to realize the aspired use values?



STEP 4

Risks

With regard to value for yourself:

- What financial risks are you prepared to take in this project?
- What professional risks are you prepared to take in this project?
- What financial or professional risks do you absolutely want to avoid in this project?

With regard to value for others:

- What risks are you prepared to take in this project?
- What risks do you absolutely want to avoid in this project?



STEP 5

Partners

- What partners or types of partner do you need to realize the aspired use values for others?
- What partners or types of partner do you need to realize the aspired financial and professional values for yourself?



STEP 6

Activities

- What activities do you need to undertake to realize the aspired use value for others?
- What activities do you need to undertake to realize the aspired financial and professional values for yourself?
- In what activities do you have no interest whatsoever?
- What activities are better delegated to others?
- How do you make sure that you play the role you desire in the project?



STEP 7

Collaboration agreements

- What formal or informal agreements with partners will enable you to realize the aspired use values for others?
- What formal or informal agreements with partners will enable you to realize the aspired financial and professional values for yourself?
- What formal and informal agreements will enable you to cover the risks you are taking?
- How do you make sure that other stakeholders see you as an expert?
- How do you make sure that you and your partners are all pursuing the same goals?
- How do you make sure that other stakeholders do not endanger your project goals?
- How do you make sure that activities are shared out as effectively as possible among all the partners, and that everyone agrees with that allocation?



STEP 8

Revenue model

- How do you link the benefits of the project to an appropriate revenue model for you, the client and your partners?
- What are your principal costs in this project?
- How and when can you cover your costs?
- How and when is the client able to pay you?
- How do you earn from the expertise you supply?
- How and when are you prepared to invest in this project?
- How do you make sure that you recoup your investment?
- To what extent can the project itself generate income?
- How do you make the design and/or production process more efficient without reducing its value?
- How will you ensure that you make a profit from this project?
- What financial agreements will enable you to cover your costs and safeguard your earnings?
- How do you persuade other stakeholders to adopt the right revenue model?