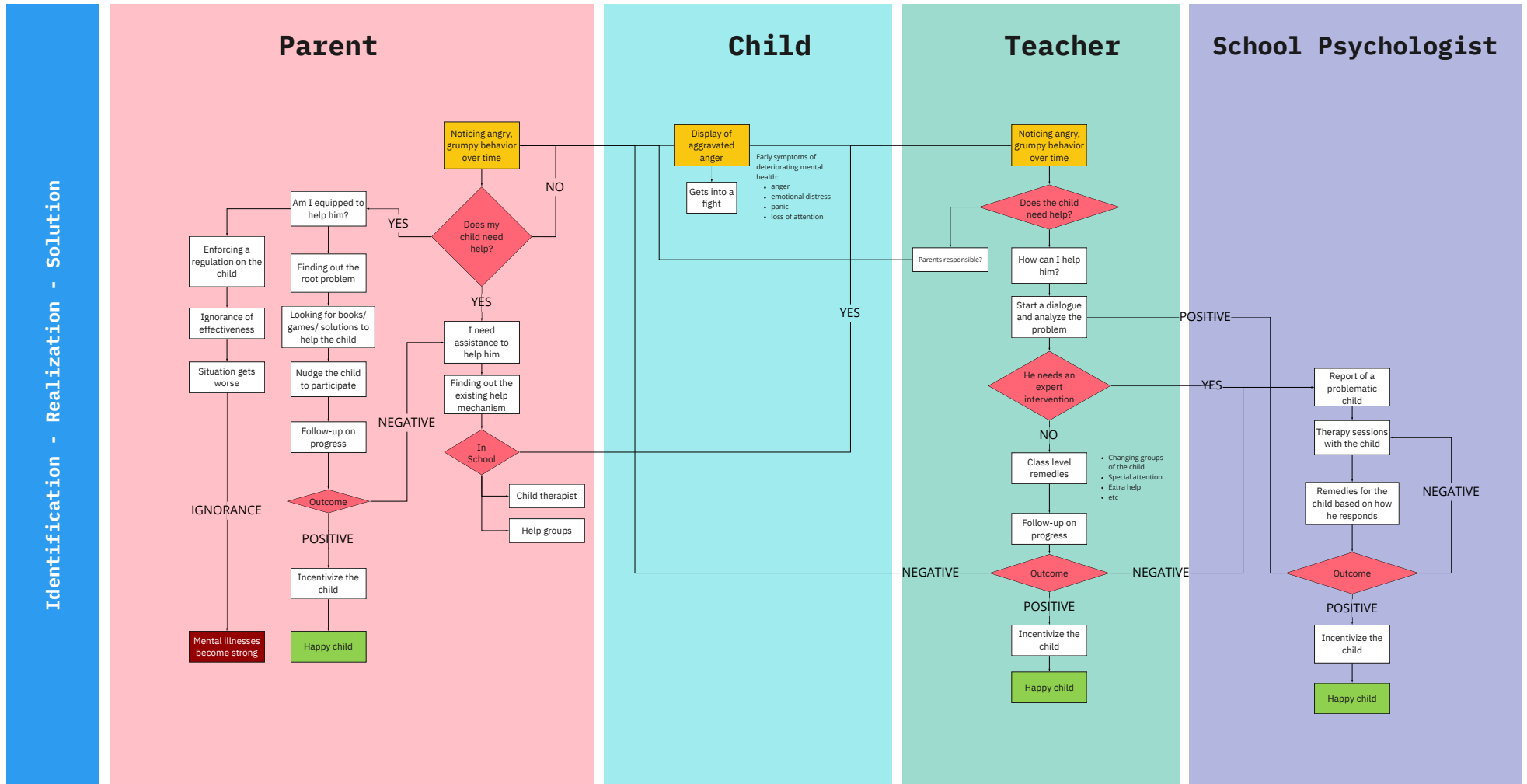


Assignment 8: Value Chain Analysis

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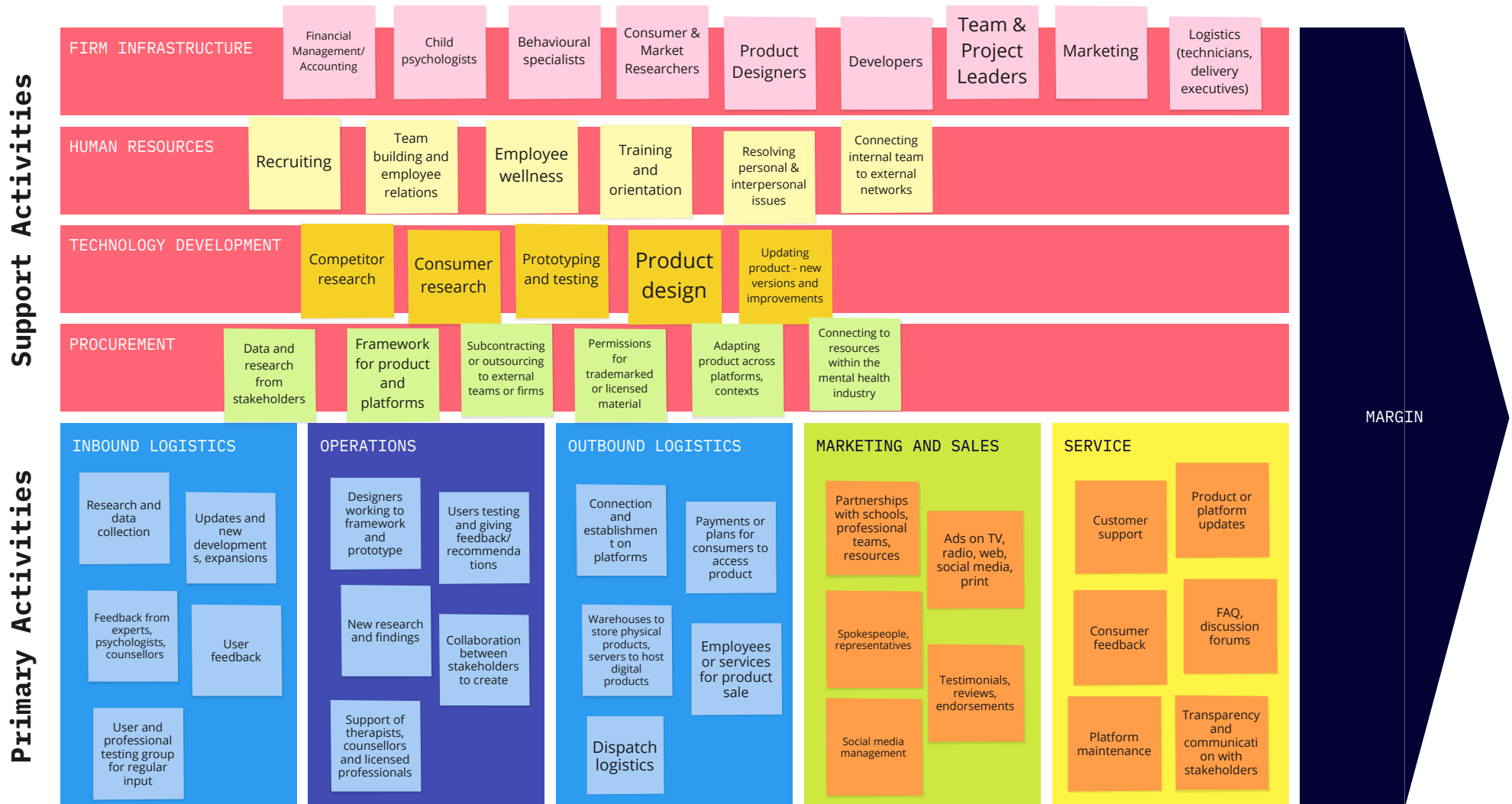
Process Map

A visualization of the actions of the mental health system in a public school system, the various roles and connections within the system and the various stakeholders.



Value Chain Map

Our team as an independent consultancy or company: Identifying primary and support activities that add value to our final product and then analysing these activities to reduce our costs or increase our differentiation.



Value Chain Analysis

Core Strategic Capabilities

- Design research
- Prototyping and testing with users
- Collaboration between psychologists, researchers, product designers and developers

Actors

- **Psychologists and counsellors** to provide research, knowledge and insights
- **Designers and developers** to translate into tangible products and outcomes
- **Management** and accounting to ensure financial viability
- **Team leaders** to ensure feasibility and efficiency
- **Marketing** to ensure desirability in consumers

Insights to Improve Efficiency

- Need for a framework of communication between internal players
- Need for a reliable user testing network
- Process for updating and reviewing products and platforms
- Accurate identification and onboarding of a student

Pain Points & Vulnerabilities

- Adoption of product or platform by consumers
- Integration into daily use and existing education system
- Balancing input from multiple users - parents, teachers, students
- Effectively delivering offering within a space with multiple problems

Differentiators

- Potential to be a multifaceted solution
- Potential to indulge multiple stakeholders in facilitation of the solution
- Potential to be included in the public education system
- Potential to be created with the input and help of parents, teachers and psychologists