

Arendusprojektide planeerimine

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Muuseumide kiirendi digiteenuste seminar

Pandeemia – digilahenduste kuldaeg

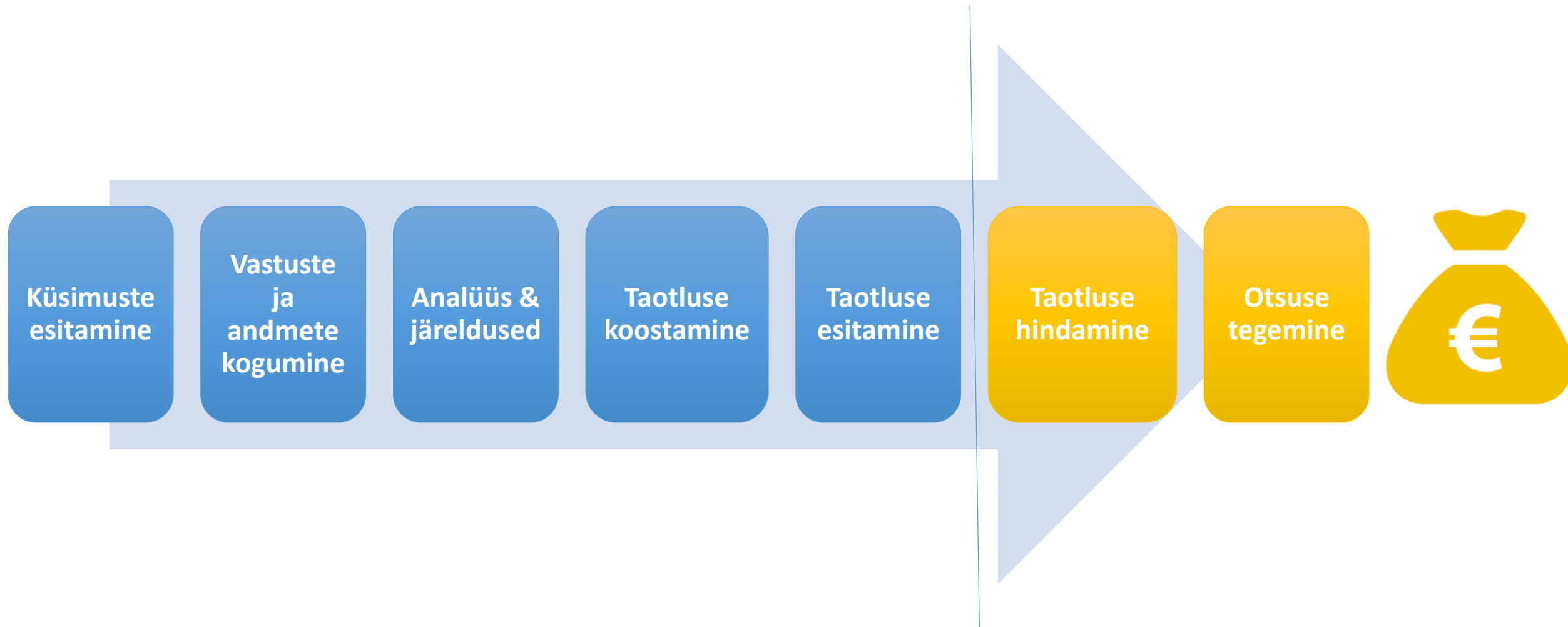
- Digital first -> Digital by default -> Digital only -> Holistic digital experience
- Strateegiaid ei tehta enam oma igipõlise põhitegevuse rõhutamiseks, vaid need näitavad kasu sihtrühmale, teenuste lisandväärtust ja mõju ühiskonnale või looduskeskkonnale laiemalt
- Mäluasutuse kogud ei määra enam otsingut, vaid otsing määrab selle, milliseid kogusid on kasutaja personaalse küsimuse lahendamiseks vaja
- Kogud ei ole enam mäluasutust määrav tegur, vaid üks selle paljudest teenustest
- Kasutaja personaalseks teenindamiseks vajalike andmete ja sisu kokku pakendamine uutesse lisandväärtusega teenustesse
- Digital transformation – kas asutuste strateegia on valmis selle toetamiseks?





"I want you to find a bold and innovative way to do everything exactly the same way it's been done for 25 years."

Ideaalne projekti taotluse protsess

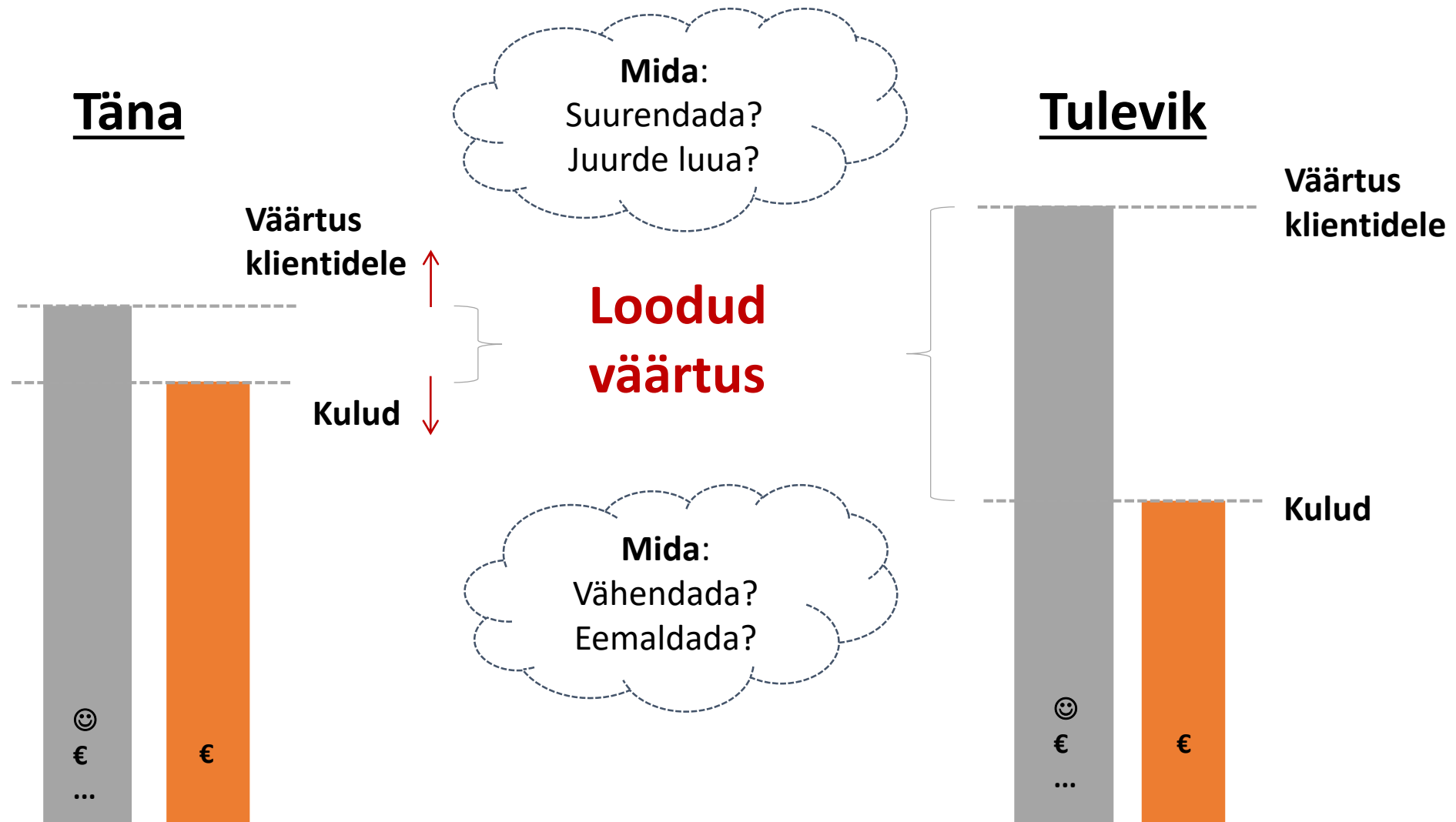


Projekti seos strateegiaga

- Miks käivitatakse hetkel just see konkreetne projekt ja mitte mõni teise valdkonna projekt?
- Kuidas taotlus ja projekt strateegiaga seostub?
- Mis on projekti peamine eesmärk?
- Kuidas projekti tulemused põhitegevusse rakendatakse?
 - Vahendid on mõeldud arengutõuke andmiseks, mitte püsikulude finantseerimiseks.
 - Püsikulude vahendid peavad endal olemas olema. Kui ei ole, ei tohiks ka arendusprojekti käivitada.
- Kas projekti elluviimiseks on olemas sobivate oskustega meeskond?
- Kuidas projekt ennast ära tasub?

Väärtuse loomine projektis?

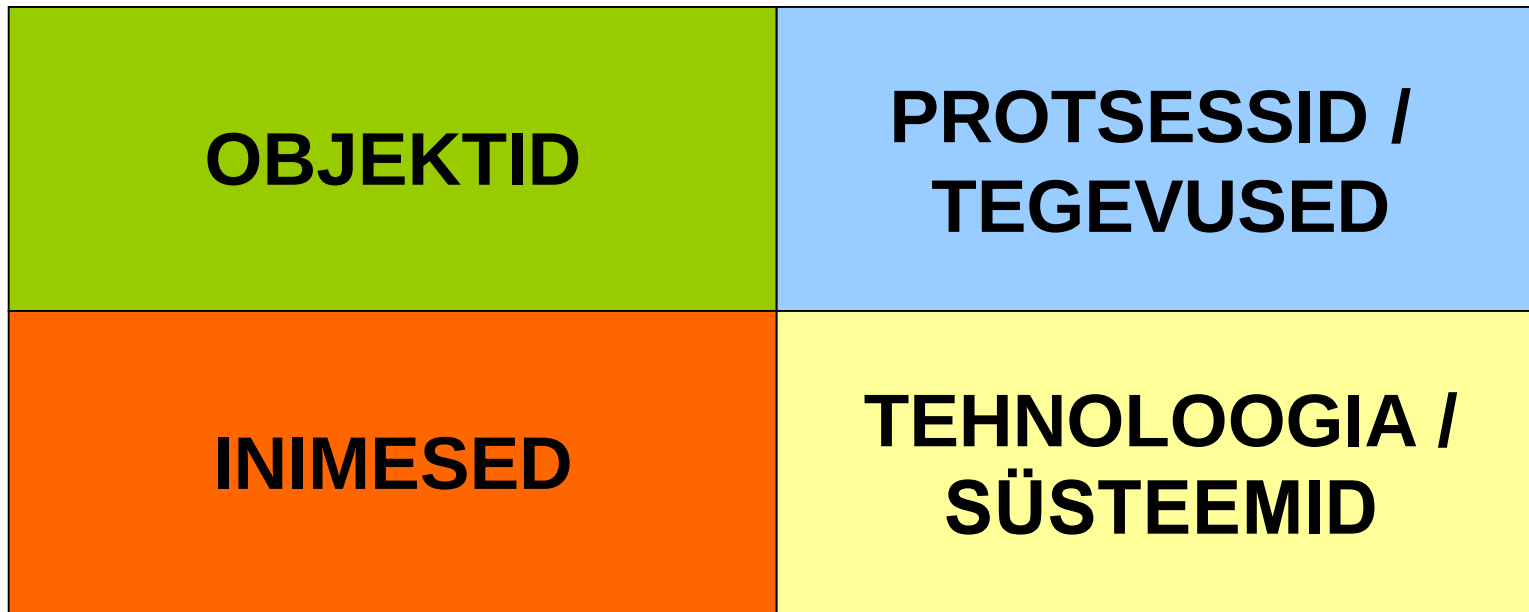
kulu vs kasu



Kasu digitaalteenuste ajastul

- Kas see projekt käivitab muuseumi digitaliseerimisprotsessi?
- Kas fookus on protsessi või teenuse optimeerimisel või kliendi käitumise ja vajaduste mõistmisel?
- Kas on läbi mõeldud, kuidas klient panna enda juurde tagasi tulema?
- Kas projekt kasutab prototüüpimist ja kasutajatestimist?
- Kas mõõdikud ja otsused põhinevad andmetel?
- Kas planeeritav lahendus on „tulevikukindel“?
- Kui endal kõiki vajalikke kompetentse ei ole, siis kas oskame olla targad tellijad ja läbi koostöö partneritega omandada uusi oskuseid?

Arendamine kui tervikprotsess



Te hoiate käes käsiraamatut visionääridele, mängureeglite muutjatele ja mässajatele, kes tahavad vanamoelisi ärimudeleid trotsides kujundada tuleviku ettevõtteid. Selle raamatu sihtrühmaks ja teemaks on...

Ärimudeli generatsioon

AUTORID

Alexander Osterwalder ja Yves Pigneur

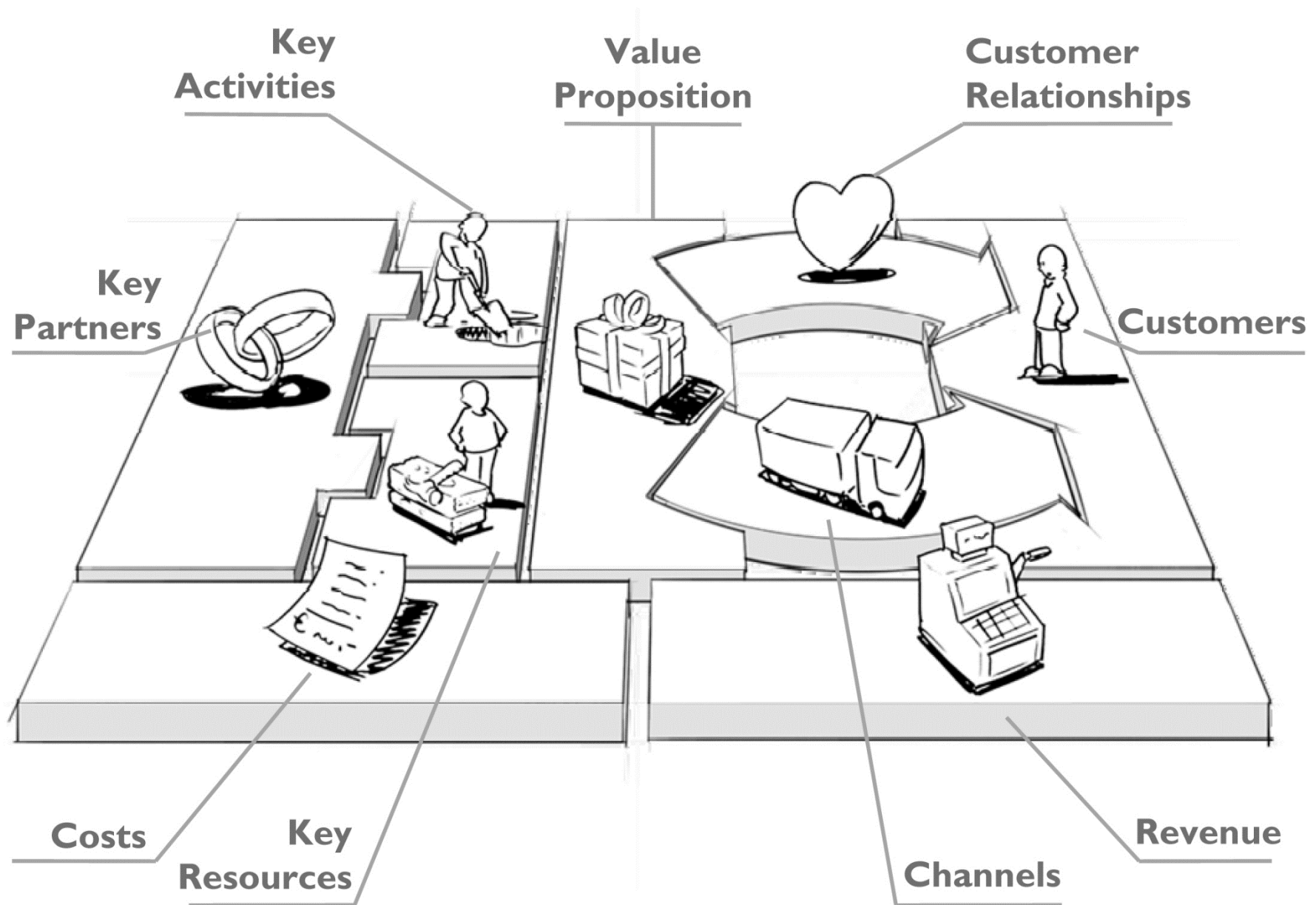
KAASLOOJAD

470 imetlusväärset ärinimest 45 riigist

KUJUNDAJA

Alan Smith, The Movement





drawings by JAM

The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
Iteration: No.

Key Partners  Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform? MOTIVATIONS FOR PARTNERSHIPS: Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities	Key Activities  What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? CATEGORIES: Production Distribution Problem Solving Platform Network	Value Propositions  What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? CHARACTERISTICS: Novelty Design Performance Customization "Selling the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability	Customer Relationships  What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? EXAMPLES: Personal attention Tailored or Personalized Self-Servicing Automated Services Communities Co-creation	Customer Segments  For whom are we creating value? Who are our most important customers? MARKET TYPES: Mass Market Niche Market Segmented Diversified Established Platform
Key Resources  What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? TYPES OF RESOURCES: Physical Intellectual (brand patents, copyrights, data) Human Financial		Channels  Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines? CHANNEL PROSES: 1. Awareness We draw attention to our products and services 2. Evaluation We draw attention to our products and services 3. Purchase We draw attention to our products and services 4. Delivery We draw attention to our products and services 5. After sales We draw attention to our products and services		
Cost Structure  What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? BY THEIR BUSINESS MODEL: Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (Desired for value creation, premium value proposition) SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rent, utilities) Variable costs Economies of scale Economies of scope		Revenue Streams  For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? TYPES: Asset sale Usage fee Subscription Fee Lending/Renting/Licensing Exchange fees Advertising FIXED PRICING: List Price Product feature dependent Customer segment dependent Volume dependent DYNAMIC PRICING: Negotiated (bargaining) Yield Management Real-time Market		



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Impact Design slide deck

Impactt Playbook

Fotoalbum van Suriname 1906 - 1913.
'Souvenir de Voyage', deel 1.
Hendrik Dooyer
Rijksmuseum, Netherlands,
Public Domain



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Mõned kasulikud viited

- <https://www.theheritagelab.in/digital-transformation-museums-checklist/>
- <https://mw20.museweb.net/paper/digital-transformation-its-a-process-and-you-can-start-now/>
- <https://medium.com/merl-rm-blogtest/going-digital-is-bloody-difficult-a786ad24d4d>