

# **Basis for System Design and Management - Extended Scenario Graph -**

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Method to develop concept

# Scenario Graph

Kim, Sun K., Ishii, K. (2007)

## Objectives

- Creating or discovering new markets with current competencies or technologies
- Identifying unexpected Scenario Failures

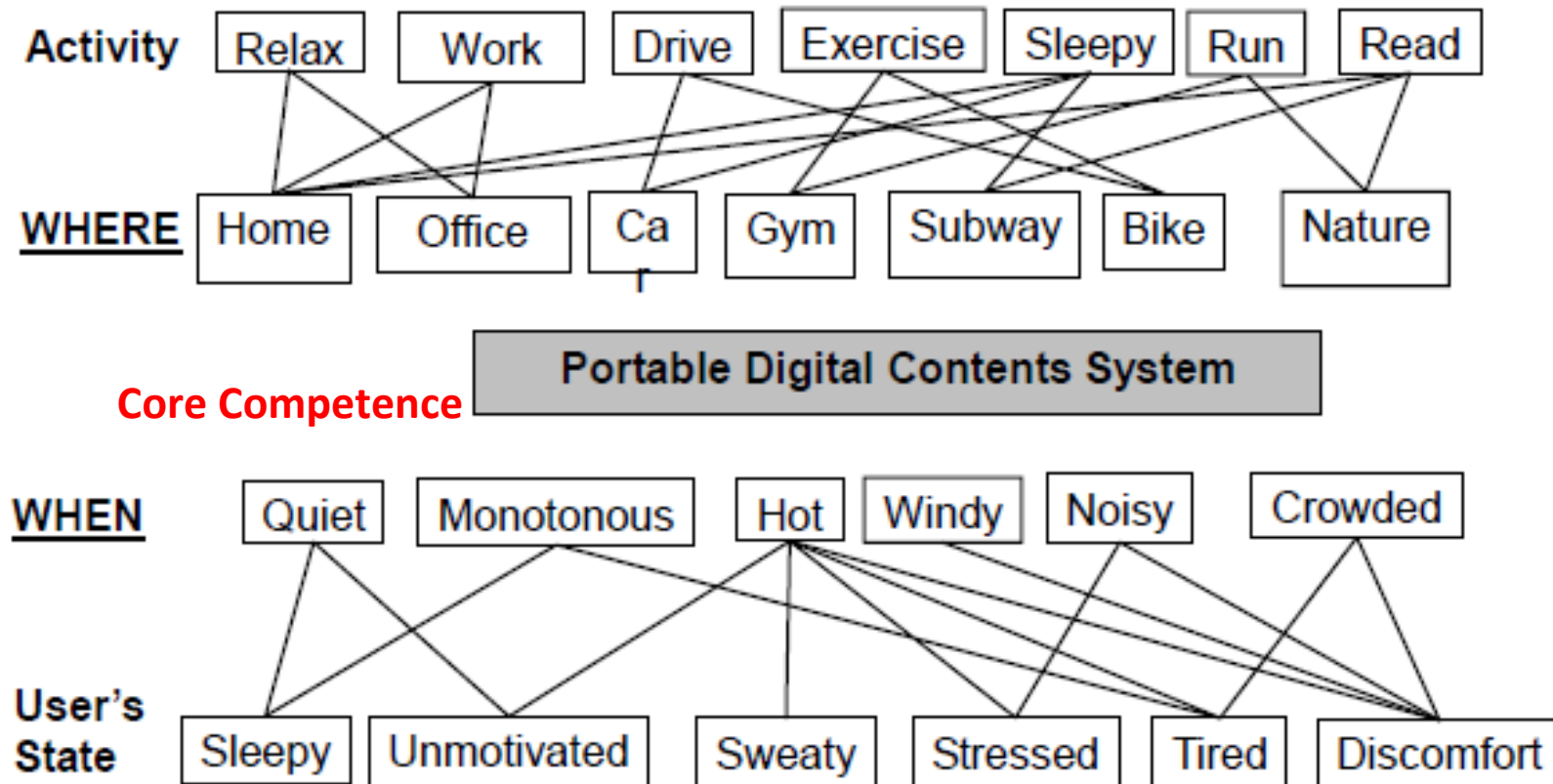
Kim, Sun K., Ishii, K. (2007), *Scenario Graph: Discovering New Business Opportunities and Failure Mode*, Technical paper, CA, USA: Stanford University, pp.1-8.

# Scenario Graph Steps

Kim, Sun K., Ishii, K. (2007)

1. Extract the core competence or technology of the offering
2. List up candidates corresponding to
  - i. “Where”
  - ii. “Activity”
  - iii. “When”
  - iv. “User State” (he mental or physical state of the user)
3. Making scenario by combination of selected candidates.

## Example of Scenario Graph



Kim, Sun K., Ishii, K. (2007)

# Extension of Scenario Graph

1. Identify core competence (which you would not want to change) (Not mandatory)
2. Pick up categories strategically in accordance with  
Ex. If the user is fixed, “who” will not be picked up. Or you can pick up “who” intentionally to create ideas.
3. Put the category’s name from the top to the bottom in the order of a sentence. (The order depends on the languages.)
4. Do brain storming.
5. Select the best scenario.

# Scenario Graph

Activity

# Prevent

User State

Who

Where

When



epy

Tired

Ma

Dog

Hor

Bathroom

Sleep

studying

hair

# Scenario Graph

Activity

# Prevent

User State

Who

Where

When

Man

Home

Sleeping



# Scenario Gra

nt

User State

Sleepy

Tired

Who

Man

Doctor

Dog

Where

Home

ne

Bathroom

When

Sleeping

unch

studying





# シナリオグラフ

どうする 防ぐ/妨げる

いつ 睡眠中 洗髪時 早朝 満月の夜 食事中 勉強中

どこで 自宅 洗髪時 トイレ 運動場 飛行機の中 お風呂場

どういった 嫌がってる 空腹である 眠たい  
泣いてる 痒い 疲れている

誰が 男性 女性 子供 お坊さん 医者 犬

# Group Exercise-1

## Preparation for Scenario Graph

1. Assign the following categories.
  - “User State”
  - “Who”
  - “Activity”
  - “Where”
  - “When”
2. Think and write ten ideas regarding your assigned category item in post-it.
3. Stack your post-it into layers.

## Group Exercise-1 (Cont.)

4. Put your top post-it on the white board and read it out. The order is “user state”, “who”, “activity”, “object”, “where” and “when”.  
(object = sound)
5. Think new service from 10 scenarios.
6. If you have no good new service, change the order of your post-it and try 4 and 5 again.

# Group Exercise-2

## Do Scenario Graph

- Create new service related to “sound.”
  1. Core competence: “Sound”
  2. Write category names on white board in following order.
    - “User State”
    - “Who”
    - “Activity”
    - Sound
    - “Where”
    - “When

## Group Exercise–2(Cont.)

3. Do brain storming and put several candidates for each categories.
4. Find out interesting scenarios

“User State”

-----

“Who”

-----

“Activity”

-----

Sound

“Where”

-----

“When”

-----

# Group Exercise-3

## Extended Scenario Graph

1. Identify core competence (which you would not want to change) on your theme.
2. Pick up categories strategically in accordance with product/service which you are trying to create
3. Put the category's name from the top to the bottom in the order of a sentence. (The order depends on the languages.)
4. Do brain storming.
5. Select the best scenario.

# Homework

Do “Extended Scenario Graph” for your product or service.