

B. Business Model Canvas and DFX

B.1 Business model and sustainability report:

1. Identify and describe your value proposition that would be well suited to commercializing your team's product. Discuss the reasons for your choice.

An enclosure to hide the blinking lights from the hearing aid during the night and make itself visible to the client based on their scheduled wake up time. It will mean less distraction when not wearing the hearing aids but also provide a gentil reminder to put them in during the day.

2. Fill in a triple bottom line business model canvas by answering the how, what, who and how much of your chosen business model.

Key Partner - Manufacturing in distribution and sales	Key Activities 1- Product development based on customer feedback 2- Management of customer relations (help/support desk)	Value proposition An enclosure for hearing aids that will allow to hide the blinking lights and make itself visible to the client.	Customer Relationships - Long-term: Interaction with clients on a recurring basis to evaluate quality of product - Self-service: Users follow the website to address for technical issues with the device.	Customer Segments For customers with hearing disabilities that require the use of hearing aids or for customers that use wireless earphones
	Key Resources 1- Customer base 2- Distribution 3- Raw materials 4- Maintenance/ troubleshoot equipment 5- GNG2101 Labs		Channels - Through e-commerce platforms - Later evolve to personal website and store	
Cost Structure - Mostly fixed cost, only requires one time cost for the design and fabrication of hearing aid design - Variable costs: Maintenance/repair, marketing, salaries for workers		Revenue Streams - Each hearing aid will be sold at a set price		

3. Describe the core assumptions that you have made in developing your business model canvas and comment on its feasibility. Important: These core assumptions should be based on the business model you have chosen and not on your prototype (e.g. what type of clients do you assume your product will attract?).

1- People with hearing disabilities most likely require a storage solution that will also remind them to wear their hearing aids.

2- Assume manufacturing of the storage box is completed by third party after the product testing phase, as the company will focus on sales of the product and design.

3- Assume most of the sales will be delivered through e-commerce initially and as part of the growth stage in future, potential partnerships with other hearing-aid distribution companies as demand grows.

4. Provide a sustainability report that reflects on at least two of your product's major social, environmental, and economic impacts, both positive and negative. Perform a simple analysis of these impacts and use this analysis to help you fill in the triple bottom line of your business model canvas.

Social:

This company will largely focus on the sustainability of our overall endeavors. For social sustainability, the team will focus on improving the wellbeing of individuals with hearing impairment, focusing on the third goals of the UN sustainability development plan. We will provide an alarm system, with multiple visual/auditory cues to create a schedule and improve every day life of the individuals. On the other hand, one must consider that in the case of malfunction whether on the mechanical side or short sighted design, the product could ultimately be more of a burden than the original issue. The overall benefit to the customer's want does outweigh the risk of minor nuisances resulting in an overall net social benefit to the user.

Environmental:

When regarding the environmental impacts produced by our products, we want to consider the best balance between sustainability and quality. With this in mind, we decided upon wood, as it would provide us with a reliable, lasting, and overall affordable material that would give the quality appeal that our clientele would seek. The neat added perk of using wood would be the ability to reuse and recycle the excess wood left over after the cuts. Furthermore, production of said product would also be kept local and small scale for the time being, this would help avoid the added transport cost and release of added chemical within the atmosphere. Overall, the company has high priority on environmental values thus producing a positive outcome on the environmental balance sheet.

Economics:

When considering the sustainable economic practices that our company desires to apply, we want to find the perfect balance between gross income, expenses, and net profit. To minimize expenses, local production, small functioning staff, local outsourcing of materials as well as sustainable practices when handling and constructing the product will be standardized. Our revenue will depend primarily on the sales of the product. The price of the product will be determined using a formula that will allow an overall profit for the company after considering the cost of production and design. Overall, the company's sustainable economic goals will lead us towards a for-profit organization helping grow the value of the surrounding community.

B.2 Design for X:

Based on your research and what you have heard from your client, list the 5 most important factors in your design. Justify the choice of each of those factors.

1. Design for RELIABILITY: The customer wants something that will be reliable enough to remind them to wear their hearing aids every day. They want something that will act as a visual alarm clock with the option for an audio alarm. Most importantly they want something that will block the light from the manufacturer's charging dock.
2. Design for SIMPLICITY: The client is looking for something that is easy to use with minimal functions. They currently cover their charging device and would like to have a box that blocks the light but also reminds them to wear their hearing aids.
3. Design for REUSE: The life cycle of the customers hearing aids is 7-10 years. And while they plan on getting the same model, they would like it to last beyond one set. They are planning on upgrading their current pair of hearing aids soon and while they want the same ones it may not be possible.
4. Design for INSTALLABILITY: The customer is looking for something that will be able to hold the charging base for their hearing aids. Also, they want to be able to dock and undock their hearing aids without having to move the box too much.
5. Design for SAFETY: The customer has pets in the house so they want something with little cabling, so that they can make it safer for their pets.

B.3 Project Plan (optional addition)

