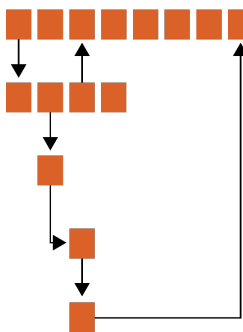


Use Value Stream Mapping to Reduce Bumps in the Design Road

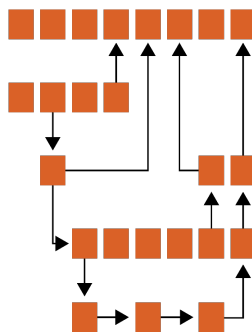
What is a Value Stream Map?

- Visual representation of a process
- Analysis of flow required to bring product/service to the customer
- Helps see the whole picture
- Identify bottlenecks and constraints
- Improve flow and cycle times

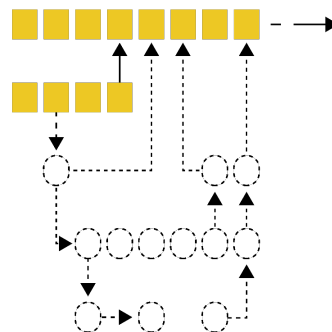
What we **think** it is



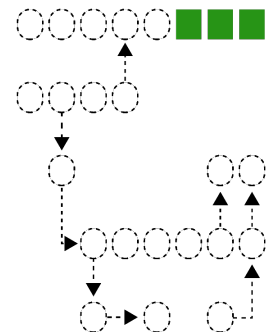
What it **really** is



What it **could** be



What it **should** be



When should we do a Value Stream Map?

Map any process at any time! It is most effective early in the project/design process:

- Gemba Walk/Go and See
- Voice of the Customer
- **Value Stream Mapping**
- Gameboarding/Puzzle Play
- Flow Diagrams

Value Stream Mapping Steps

1. Define value for the customer? What are they willing to pay for?
2. Identify the starting point and ending point of the process you will map
3. Map the current state: identify bottlenecks, waiting, cycle time
4. Map the ideal future state: incorporate opportunities for improvement

Value Stream Mapping Symbols



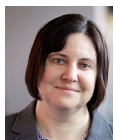
This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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