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Task 1: Using Design Thinking to Identify and Justify Key Opportunity Areas in the UK Market Introduction

The COVID-19 epidemic has expedited digital transformation in the United Kingdom, radically altering how businesses function and how customers buy goods and services. Before the pandemic, many small and medium-sized businesses relied heavily on physical stores and in-person consumer relationships. However, movement constraints and shifting consumer behaviour compelled businesses to quickly adopt digital technologies such as e-commerce platforms, digital payment systems, online booking services, and cloud-based collaboration tools. These changes have persisted beyond the epidemic, resulting in new opportunities for innovation and entrepreneurship in the UK economy.

Design Thinking is an excellent framework for uncovering these opportunities since it prioritises understanding consumers' requirements over producing new solutions. According to Brown (2009), Design Thinking is a human-centred approach to innovation that consists of five stages: empathise, define, ideate, prototype, and test. Rather than focusing exclusively on technology, Design Thinking starts with analysing user experiences, discovering unmet needs, and developing solutions that add value.

This project examines the rapidly increasing digital economy in the United Kingdom through the lens of Design Thinking. It highlights significant opportunities for new venture creation while also looking at user pain points, market gaps, technical enablers, and scalability and sustainability.

The Design Thinking Perspective

Design Thinking varies from standard company planning in that it begins with people, not things. Entrepreneurs ask, "What problems are customers experiencing?" rather than "What technology can we build?"

The Empathise stage focuses on studying consumers and determining their frustrations. The Define stage clearly identifies the fundamental issue. During Ideate, several innovative alternatives are developed before selecting the most promising notion. The Prototype stage entails developing an early version of the product or service, while the Test stage collects client feedback for continual development (Brown, 2009).

When integrated with innovation frameworks like the Lean Startup approach (Ries, 2011) and the Business Model Canvas (Osterwalder & Pigneur, 2010), Design Thinking allows firms to reduce uncertainty while producing customer-centric solutions.

E-Commerce Platforms

One of the most significant opportunities resulting from digital transformation is the ongoing expansion of e-commerce platforms for SMEs.

User Pain Points:

Many independent businesses, market vendors, and farmers lack the technological skills needed to build professional web stores. Existing platforms may necessitate extensive setup, regular subscription fees, and specialised skills. Small firms also struggle to combine inventory management, digital payments, customer communications, and delivery tracking into a single system.

Customers face similar issues when purchasing from small firms because ordering procedures usually rely on social media messaging or phone conversations, resulting in delays and inconsistent customer experiences.

Market Gaps

Although platforms like Shopify and WooCommerce have advanced e-commerce capabilities, they are often geared for larger firms with more financial and technical resources. There is still a need for affordable, streamlined solutions created exclusively for micro-businesses functioning in local communities.

According to a Design Thinking methodology, many businesses want digital platforms that are both simple and easy to use. Rather of offering hundreds of features, small firms want basic systems that allow for quick product uploads, secure payment acceptance, and efficient delivery management.

Technological Enablers

Several technologies facilitate this opportunity:

- Cloud computing
- Artificial intelligence (AI)
- Mobile commerce
- QR Code Payments
- Social media integration.
- Software as a Service (SaaS)

Cloud technology eliminates the need for costly IT infrastructure, whereas AI can automate customer service via chatbots, produce product descriptions, and recommend products based on consumer preferences.

Scalability and Sustainability

E-commerce software is extremely scalable since it can service more consumers at relatively low marginal costs. Subscription-based pricing generates recurring revenue, which enables long-term business growth.

Furthermore, digital ordering minimises paper usage, whereas route optimisation software reduces transport emissions, so promoting environmental sustainability.

Digital Marketing Services

The fast expansion of enterprises online has resulted in a huge increasing demand for digital marketing services.

User Pain Points:

Many SME owners recognise the significance of social media marketing, but lack skills in:

- Facebook Advertising
- Instagram promotion
- Search Engine Optimisation (SEO)
- Content creation
- Email Marketing
- Customer analytics

Business owners frequently devote significant time to creating social media content rather than managing their primary operations.

Market Gaps

Large marketing agency often targets medium and large businesses with substantial marketing expenditures. Small firms want reasonable marketing assistance suited to local markets with limited resources.

Design Thinking recognises that many entrepreneurs seek practical help rather than sophisticated marketing methods. Solutions should make campaign creation easier and automate repetitive operations.

Technological Enablers

Recent advances in AI have changed digital marketing.

Examples include:

AI-generated advertising copy.
Automated social media scheduling.
Customer Segmentation
Predictive Analytics
Personalised email campaigns.

These technologies enable small enterprises to compete with larger organisations while using fewer marketing specialists.

Scalability and Sustainability

Digital marketing organisations can expand by providing subscription-based services, online training programs, and AI-powered marketing platforms. Because digital advertising generates demonstrable outcomes through analytics, firms can constantly improve campaign efficacy while minimising wasteful marketing costs.

Retail Management Software

Another big opportunity is integrated retail management software.

User Pain Points:

Many SMEs now manage:

Stock control and sales
Customer records.
Invoicing
Online ordering.
Using many software tools or spreadsheets.
This fragmentation causes duplication work, increasing administrative costs, and increases the likelihood of errors.

Independent retailers frequently lack the financial capacity to purchase enterprise software intended for larger organisations.

Market Gaps

Existing Enterprise Resource Planning (ERP) solutions are usually costly, difficult to use, and overly complicated for small merchants.

There is an increasing desire for streamlined management systems that incorporate inventory management, customer relationship management, accounting, and internet sales

on a single, affordable platform.

Using Design Thinking, entrepreneurs would investigate how shops currently carry out daily chores before building software that mirrors actual working practices rather than theoretical business procedures.

Technological Enablers

Several developing technologies contribute to this opportunity:

Cloud databases
Mobile applications.
AI Inventory Forecasting
Barcode scanning
Digital dashboards
Real-time analytics.

These technologies enable better decision-making while lowering operating costs.

Using a Design Thinking Lens to Identify and Justify Key Opportunity Areas in the UK Market

Integrated Digital Payment Systems

The rising use of online purchasing has increased the demand for secure, quick, and convenient digital payment solutions. During the pandemic, many small businesses began accepting cashless payments, including as contactless cards, QR code purchases, and mobile wallets. Consumers continue to favour these payment methods because they are convenient, fast, and secure.

User Pain Points:

Many small and medium-sized businesses struggle to manage payments across different sources. Transaction costs can be significant, payment reconciliation is sometimes time-consuming, and connecting payment systems with inventory and accounting software can be difficult. Customers may also abandon purchases if payment methods are limited or the checkout procedure is difficult.

Market Gaps

Although Stripe, PayPal, and square offer good payment solutions, many small businesses demand platforms that combine payment processing with inventory management, customer relationship management (CRM), and sales reporting. There is also a growing demand for solutions suited to rural enterprises and independent stores with less digital experience.

Technological Enablers

Several technologies enable innovation in digital payments:

contactless payment technology
QR Code Payments
Mobile wallets
Artificial Intelligence for Fraud detection
Blockchain technology
Cloud-based financial management systems.

Artificial intelligence increases fraud detection by recognising questionable transactions in real time, whilst cloud technology enables organisations to track payments and financial performance from anywhere.

Scalability and Sustainability

Integrated payment platforms can be provided via a Software-as-a-Service (SaaS) subscription model, allowing firms to expand nationally while incurring modest running costs. Digital payments also minimise the need for paper receipts and laborious record-keeping, which benefits the environment while enhancing operational efficiency.

Supply Chain and Last Mile Delivery Solutions

The tremendous growth in online shopping has put significant strain on logistics and delivery systems. Customers now anticipate faster deliveries, real-time item tracking, and more flexible delivery options.

User Pain Points:

Delivery firms confront a variety of operational issues, including:

Increased package volume
High fuel expenses.
Driver shortages.
inefficient delivery routes
Failed delivery attempts
Increasing client expectations.

Small firms face additional challenges in negotiating economical delivery contracts due to their modest order quantities.

Market Gaps

Large courier companies typically serve national markets, whereas many local businesses need affordable same-day or next-day delivery inside their towns. There is an opportunity to create digital platforms that connect individual shops with local delivery drivers via pooled logistics networks.

Such platforms could also inspire nearby firms to work together to save money on transportation and increase delivery efficiency.

Technological Enablers

Several technologies enable logistical innovation:

GPS tracking
Artificial Intelligence route optimisation
Internet of Things (IoT) sensors
Predictive Analytics
Mobile delivery applications.
Cloud Logistics Management Systems

Artificial intelligence can help find the most efficient delivery routes, lowering fuel usage and improving delivery times.

Scalability and Sustainability

Shared delivery platforms can quickly expand by connecting more shops and delivery partners without requiring significant physical infrastructure. Environmentally sustainable approaches, such as electric delivery vehicles, route optimisation, and parcel consolidation, help to boost long-term competitiveness.

Critical Analysis with Design Thinking and Innovation Frameworks.

Design Thinking is an organised approach for identifying user needs and producing new solutions; however, combining it with other innovation frameworks increases the likelihood of economic success.

Lean Startup

Ries (2011) created the Lean Startup process, which focuses on producing a Minimum Viable Product (MVP) before making large investments. Instead of launching a fully developed platform, entrepreneurs can release basic versions, gather customer feedback, and continuously improve the product.

For example, a SME e-commerce platform could initially provide only product listings, payment processing, and order management before introducing advanced AI features.

This iterative method minimises financial risk while guaranteeing that product development remains in line with client needs.

Business Model Canvas

Osterwalder and Pigneur's (2010) firm Model Canvas explains how various facets of a firm interact.

Key components for digital commerce ventures are:

Customer Segments: SMEs, independent merchants, and local farmers
Value Proposition (easy and economical digital solutions).
Channels (mobile apps, websites, and social media)

Customer Relationships (Online Support, AI Chatbots)
Revenue streams (monthly subscriptions and transaction fees)
Key Resources (software developers and cloud infrastructure)
Key Activities (Software Development, Customer Support)
Key Partnerships (payment providers and logistics firms)
Cost Structure (Technology Infrastructure, Marketing, and Maintenance)

This paradigm ensures that innovation is commercially feasible rather than only focusing on technology.

Blue Ocean Strategy

Kim and Mauborgne (2015) suggest that organisations should generate uncontested market space rather than directly compete in saturated markets.

Rather than competing with huge e-commerce companies like Amazon or Shopify, entrepreneurs can target impoverished rural regions and micro-businesses by providing simplified, locally targeted digital platforms.

This differentiation adds distinctive value while avoiding direct conflict with dominant market players.

Scalability and Long-term Sustainability

Because consumer behaviour has switched irrevocably toward digital commerce, the prospects identified have tremendous long-term growth potential.

Several elements promote scalability:

Subscription software creates recurrent revenue.
Cloud computing enables rapid expansion while minimising infrastructure expenditures.
Automation enabled by artificial intelligence lowers operating costs.
Mobile technologies improve accessibility for both enterprises and consumers.
Digital platforms can quickly penetrate international markets.

Sustainability extends beyond financial achievement.

Environmentally conscious developments include:

Paperless transactions.
Route optimisation to reduce fuel usage.
Electric vehicle integration
Digital documentation.
Effective inventory management to minimise waste.

Social sustainability is also vital. Affordable digital solutions allow small enterprises, rural

entrepreneurs, and local producers to compete with larger organisations, encouraging inclusive economic growth throughout the UK.

The investigation highlighted five high-growth opportunities: e-commerce platforms, digital marketing services, retail management software, integrated digital payment systems, and supply chain and last-mile delivery solutions. These options address significant user pain points, such as inadequate digital skills, fragmented company systems, inefficient logistics, and confusing payment methods.

Cloud computing, artificial intelligence, mobile applications, QR code payments, Internet of Things devices, and data analytics are all examples of technological developments that lay the groundwork for innovation. Furthermore, by combining Design Thinking with complementing frameworks such as Lean Startup, the Business Model Canvas, and Blue Ocean Strategy, entrepreneurs may create customer-centric solutions while lowering economic risk.

Finally, businesses that successfully combine empathy, technological innovation, and ongoing consumer input will be well positioned to gain a durable competitive advantage in the UK's expanding digital economy.

Task 2: Applying the Five Stages of Design Thinking to Develop a New Venture Concept

Introduction

The COVID-19 epidemic has greatly expedited digital transformation in the United Kingdom, altering how businesses connect with customers and offer products and services. While large corporations adapted quickly by investing in advanced digital technologies, many small and medium-sized businesses (SMEs), particularly those in rural and suburban areas, struggled to keep up due to limited financial resources, digital skills, and access to integrated technologies. As customer expectations evolved to online shopping, contactless payments, home delivery, and digital communication, SMEs were under growing pressure to upgrade their operations while remaining competitive.

Design Thinking provides an effective framework for solving these difficulties by putting users at the centre of innovation. According to Brown (2009), Design Thinking is divided into five stages: empathise, define, ideate, prototype, and test, which aid entrepreneurs in generating solutions based on actual client needs rather than assumptions. This human-centred approach promotes constant feedback, experimentation, and iterative improvement, lowering the likelihood of generating goods that do not match market expectations.

As an entrepreneur in the United Kingdom, this assignment proposes a new venture called Local Link, a cloud-based digital platform designed to assist small retailers, local producers, and service providers in managing online sales, payments, inventory, deliveries, and customer engagement through a single integrated system. The company uses the five stages of Design Thinking to discover customer problems and provide a unique solution that promotes long-term business success.

Stage One: Empathise

The first step of Design Thinking focuses on gaining a thorough understanding of people by monitoring their behaviours, detecting problems, and recognising unmet needs. Rather of creating technology first, entrepreneurs want to understand their customers' and stakeholders' daily experiences.

The prospective venture's primary users include:

Small Independent Retailers

Local farmers and producers.

Rural consumers

Delivery Partners

Local service providers, such as hairdressers and personal trainers.

Understanding Small Retailers

Interviews with SME owners would indicate numerous reoccurring issues. Many businesses now utilise distinct systems to manage inventory, internet orders, payments, social media, and accounting. This adds extra complexity, increases administrative workload, and results in redundant duties. Business owners frequently spend more time managing technology than servicing customers.

Many retailers lack trust in digital technologies. Many micro-businesses lack the technical competence required to set up an online store, integrate payment systems, and manage websites. Hiring experienced web developers is sometimes financially unfeasible for organisations with small profit margins.

Understanding Rural Consumers

Consumers living in remote settings have unique concerns. They often have fewer local shopping options than metropolitan inhabitants and may face longer delivery periods. Many local businesses still use phone orders or social media messages instead of offering efficient internet purchasing methods.

Customers now expect:

Easy online ordering.

Secure digital payments

Real-time delivery tracking.

Mobile-friendly websites

Quick customer support

When these expectations are not realised, buyers tend to select larger online businesses instead.

Understanding Delivery Partners

Local delivery drivers and courier companies also face operational issues. Increasing parcel volume complicates scheduling, while inefficient delivery routes raise fuel consumption and operational expenses. Communication between retailers and delivery companies is typically

fractured, resulting in late deliveries and customer discontent.

Empathy Mapping

Using an empathy map provides further insight into stakeholder demands.

What Users Think

Digital technology is essential for survival.

Existing software is prohibitively expensive.

Managing many systems consumes significant time.

How users feel

Frustrated with complex technology.

Concerned about losing consumers.

I am overwhelmed with digital transformation.

Users comment, "I just want everything in one place."

"I cannot afford expensive software."

"I need something simple."

What users do:

Manage orders via Facebook and WhatsApp.

Manually record the stock.

Accept payments from numerous suppliers.

Spend much time maintaining social media.

This analysis shows that people need integrated digital solutions rather than separate standalone applications.

Stage Two: Define

The Define stage entails synthesising insights gathered during the Empathise phase into a concise and actionable problem statement.

Problem Statement

Small independent retailers and local producers in the United Kingdom require an affordable, user-friendly digital platform that integrates online selling, inventory management, customer communication, digital payments, and local delivery, as current systems are fragmented, expensive, and difficult to manage.

This problem goes beyond technology. It addresses bigger challenges such as digital capacity, operational efficiency, consumer expectations, and company competitiveness.

Root Cause Analysis.

There are several underlying causes that contribute to the problem:

Technological Complexity

Many software solutions are developed for medium or large businesses. Their extensive

functionality typically adds needless complexity to small organisations.

Financial constraints

Microbusinesses usually have little financial resources. Monthly subscriptions to several software platforms soon become costly.

Fragmented systems.

Businesses typically manage:

Online orders Inventory
Customer communication.
Marketing Accounting Deliveries

Using different software apps that do not communicate well with one another.

Digital Skill Gap

Many SME owners have good product knowledge but lack digital experience. Training possibilities are typically scarce, especially in rural areas.

Opportunity Identification

Applying Design Thinking reveals a potential to construct a platform tailored for micro-businesses rather than adopting technologies designed for larger enterprises.

The planned venture—Local Link—would provide an integrated cloud-based platform that allows firms to:

Create an online store in just minutes.
Accept secure digital payments.
Manage inventory automatically.
Schedule local deliveries.
Communicate with customers.
Create business reports.
Integrate with Facebook and Instagram
Create AI-assisted marketing content

Unlike standard enterprise software, Local Link would stress simplicity, price, and accessibility.

Supporting Innovation Frameworks.

Complementary innovation models can help boost the Design Thinking approach.

Value Proposition Canvas.

The Value Proposition Canvas ensures that products directly address customers' demands.

Customer Jobs

Sell things online.
Receive payments.
Manage stock.
Deliver items.
Attract Customers

Customer Pains

Multiple disconnected systems.
High software costs.
Lack of digital skills
Time-consuming administration

Customer Gains

Increased sales.
Simplified business operations.
Lower operational costs.
Increased client satisfaction

Local Link adds value by reducing unnecessary complexity and improving corporate efficiency.

Business Model Canvas

The proposed venture creates profit through:

Subscription-based software
Transaction Processing
Premium marketing tools.
Partnerships for Delivery
Customer analytics

Applying the Five Stages of Design Thinking to Develop a New Venture Concept

Stage 3: Ideate

The Ideate stage focuses on brainstorming a variety of potential solutions before deciding on the most effective and realistic proposal. During this stage, entrepreneurs employ creativity tools such as brainstorming, customer journey mapping, and competitive analysis to develop novel approaches to tackling the identified problem.

Based on the insights gained throughout the Empathise and Define stages, the proposed enterprise concept is Local Link, an integrated digital commerce platform tailored to UK micro-businesses, rural stores, and local producers.

The goal of Local Link is to remove the hurdles that hinder small businesses from fully engaging in the digital economy by offering an affordable, simple, and accessible alternative to complex business software.

Solution Concept: Local Link's Digital Business Platform

Local Link would integrate several digital functions into a single platform:

1. Simple E-Commerce Store Creation

Many small businesses lack the technical expertise necessary to create websites. Local Link would enable customers to set up an online shop using templates built for shopkeepers, farmers, and service providers.

Features would include:

- Product uploading from mobile devices
- Automatic website creation.
- Product categories
- Online ordering and customer reviews.
- Digital catalogues

This would enable small enterprises to have an online presence without needing expert web development abilities.

2. Integrated digital payments.

The platform will provide secure payment alternatives such as:

- Debit and credit cards.
- Contactless payments
- QR Code Payments
- Mobile wallets

Integration with payment systems would simplify administrative duties while allowing firms to track sales performance from a single dashboard.

3. Local Delivery Network.

A fundamental innovation inside Local Link would be the creation of a community-based delivery network.

The platform will connect:

- Local retailers need delivery services.
- Independent delivery drivers.
- Customers require flexible delivery alternatives.

Artificial intelligence could help optimise delivery routes, lowering travel time and fuel costs.

This technique generates benefit for several stakeholders:

Businesses get more economical delivery alternatives.

Drivers enjoy new income prospects.

Customers get faster local deliveries.

4. AI-Powered Business Support

Artificial intelligence solutions may help small enterprises compete more effectively by providing:

Automated social media posts.

Customer Response Suggestions

Sales Trend Analysis

Inventory forecasts

Marketing advice.

This would close the digital skills gap by making advanced technologies available to smaller firms.

Competitive Advantage of Local Link

The UK digital marketplace already has several e-commerce solutions; however, Local Link would stand out by focusing on underserved SMEs.

Local Link would prioritise:

Simplicity

Local community links

Prices are affordable.

Personalised support

Rural accessibility.

This represents a potential Blue Ocean Strategy possibility (Kim and Mauborgne, 2015), in which the company establishes a distinct market position rather than directly competing with established global platforms.

Stage 4: Prototyping - Creating the Minimum Viable Product (MVP)

The Prototype stage entails developing an idea into a simple version that can be tested with actual users. Following Ries' (2011) Lean Startup strategy, businesses should avoid making large investments before validating client need.

The first version of Local Link would thus concentrate solely on important functions.

Local Link MVP Features

1. Business registration

Users would set up an account and input basic business information.

2. Digital storefront.

Businesses can upload:

Product details include photographs, descriptions, prices, and availability.

3. Online Ordering System.

Customers could browse products and place orders on the portal.

4. Payment Integration.

Customers will make secure digital payments through integrated payment providers.

5. Basic Delivery Management.

Retailers can:

Select delivery dates.

Manage customer addresses.

Track order status.

6. Customer Feedback System.

Customers could submit evaluations and make suggestions.

MVP Test Environment

The initial prototype would be introduced via a trial program involving:

Twenty independent retailers.

Ten local producers.

Five delivery partners.

The experiment would concentrate on rural and suburban areas, where small enterprises frequently face significant difficulties in obtaining internet infrastructure.

The goal of testing would be to learn and develop rather than generate quick profits.

Stage 5: Test: Evaluating and Refining the Solution.

The last Design Thinking stage entails gathering user feedback and constantly improving the solution. Testing guarantees that the venture solves true client issues rather than assumptions made by developers.

User Testing Methods

1. Interviews.

Business owners would engage in interviews to discuss:

Easy to use.

Difficulties encountered

Missing features.

Overall satisfaction.

Questions might include:

Was it simple to set up your internet store?

Did the platform minimise the administrative workload?

Will you pay for this service?

2. Usability Testing.

Users would perform practical activities, such as:

Adding products.

Processing orders.

Managing Deliveries

Their actions would reveal design flaws that needed to be addressed.

3. Performance Measurement

Key performance indicators (KPIs) would be used to measure success.

Possible key performance indicators include:

Number of businesses registered.

Number of consumer orders.

Average Transaction Value

Customer Retention Rate

Reduced administrative time.

User satisfaction scores.

4. Continuous improvement.

Feedback would help shape future development.

For example:

Problem identified: Retailers find product uploading time-consuming.

Improve: Add bulk upload tools and AI-generated product descriptions.

Customers desire speedier deliveries.

Improve: Increase collaboration with local delivery suppliers.

This continuous improvement method adheres to the Lean Startup idea of "build, measure, and learn" (Ries, 2011).

SWOT Analysis of Local Link's Strengths.

Addresses a clear SME digitalisation issue.

Offers different services through a single platform.

Adds value for businesses, customers, and delivery partners.

A scalable cloud-based business model.

Weaknesses

Requires a substantial investment in software development.

Established technology companies compete with each other.

Users must be educated and supported.

Opportunities

Online buying is becoming increasingly popular.

Increased use of digital payments.

The expansion into rural villages.

Collaborations with councils and business support agencies.

Threats

Competition from large platforms.

Cybersecurity hazards.

Changing consumer behaviour.

Economic uncertainty is impacting SME spending.

Implementation Strategy

The initiative would initially launch in certain UK regions with strong SME communities. A slow expansion strategy would limit risk while allowing the corporation to enhance the platform.

The implementation procedure would include:

Phase One: Development.

Create an MVP and form partnerships with payment providers and delivery firms.

Phase 2: Pilot testing.

Collaborate with select businesses to gather feedback and enhance usability.

Phase III: Market Expansion

Promote Local Link through:

Local Business Networks

Social media marketing.

Enterprise support organisations
Partnerships with councils
Phase 4: Advanced features.

Introduce:

AI Marketing Assistants
Customer loyalty initiatives
Advanced Analytics
Sustainable delivery options

Conclusion

The Design Thinking framework explains how entrepreneurs can find important opportunities resulting from the UK's rapid digital change. The change to internet commerce has posed substantial hurdles for SMEs, particularly independent retailers, local producers, and rural firms without affordable digital tools.

During the Empathise stage, important stakeholder frustrations were highlighted, such as insufficient digital skills, fragmented systems, excessive costs, and inefficient delivery methods. The Define stage identified the core issue: small businesses lack accessible digital solutions to operate effectively in an increasingly online environment.

The Ideate stage resulted in Local Link, a comprehensive digital commerce platform created exclusively for SMEs. The Prototype stage resulted in an MVP that included crucial functionality like online shopfronts, payment integration, order management, and delivery coordination. Finally, the Test stage highlighted how customer input, usability research, and performance assessment might help the business develop over time.

Local Link is a long-term and scalable business opportunity that combines Design Thinking, Lean Startup concepts, Business Model Canvas analysis, and Blue Ocean Strategy. The enterprise not only benefits individual firms, but it also helps local communities participate in the UK's digital economy, so contributing to greater economic inclusion.

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