




Think like a disruptor

Secure the success
of your innovations with
Jobs to be Done

A vintage photograph of a shop window. In the foreground, a large, ornate brass bell hangs from a chain. To the left of the bell, a rectangular sign with a decorative border displays the word 'CLOSED' in a serif font. The background shows the interior of the shop, with various items visible on shelves. The overall tone is sepia and nostalgic.

Innovation is:

"a feasible relevant offering
such as a product, service,
process or experience with a
viable business model that is
perceived as new and is adopted
by customers"

Gijs Van Wulfen

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idea to value.com

75% of innovations fails

Global executives struggle
with innovation outcomes

84%

think that innovation is extremely important to their growth strategies

94%

dissatisfied with their organization's innovation performance

Thinking like a disruptor: Bringing an experience to where the need happens



- Henry Ford -
**If I had asked people
what they wanted,
they would have said
“faster horses”**



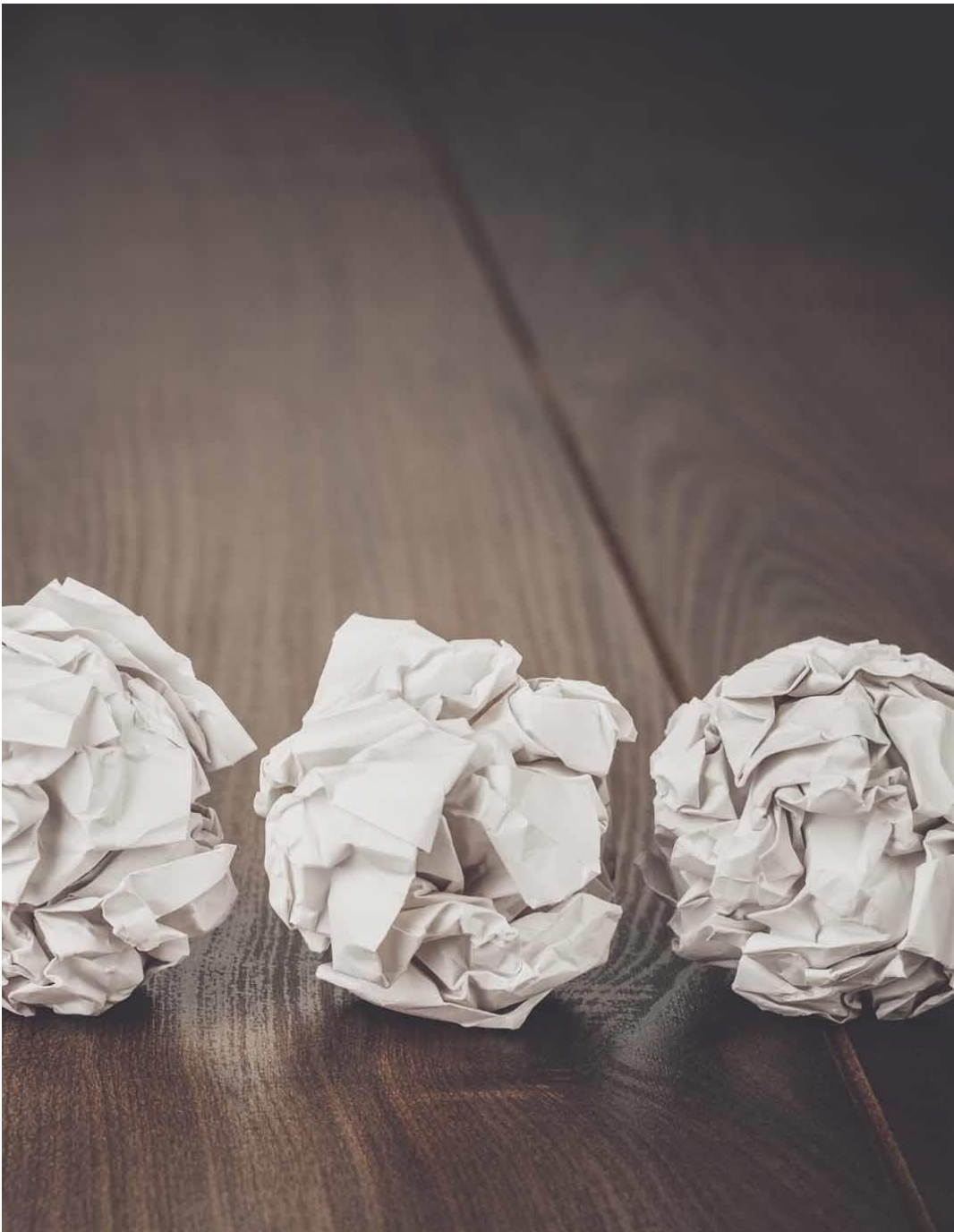


The “**provocative** perspective”

Only genius can innovate; consumer research cannot lead to true innovation because people can't tell you.

The “**disruptor** perspective”

People seek high speed travel and horses are not a “good enough” technology to achieve that.

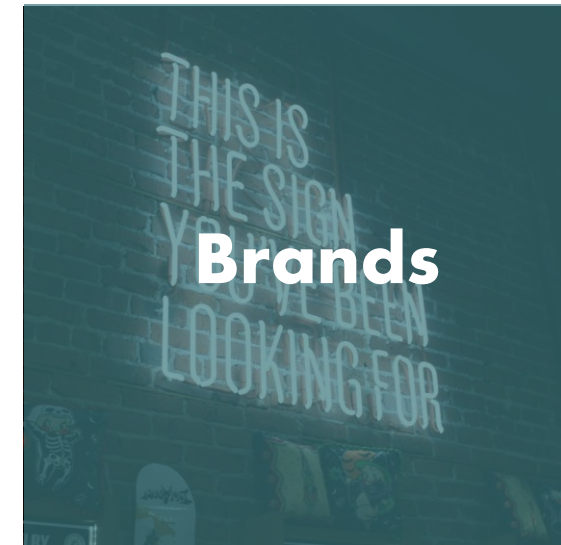
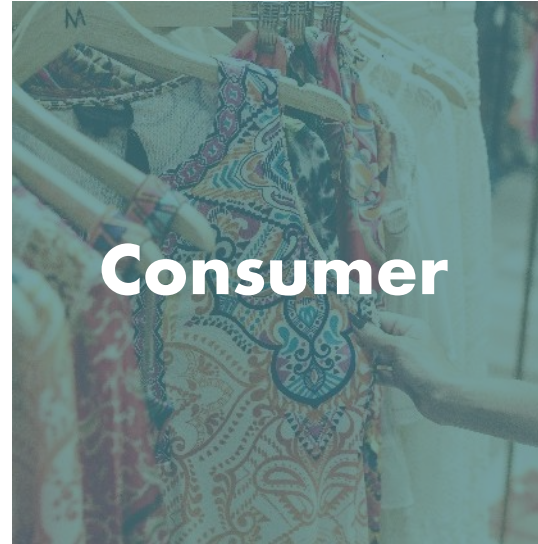


Reasons for the Struggle

1. Innovation within Category Boundaries
2. Technology first Innovation
3. Product Ideation versus Business Model Change
4. Lack of Change Management

**Real Innovation
process
MUST Integrate ...**

**to build Business
Models**



The Path to
Successful Innovation with
“Jobs to be Done”



**4. Fast
Feedback
Proto-typing**



**1. Define
Markets**



3. Ideation



**2. Job to be
Done**





1. Defining markets from a consumer perspective and describing dimensions of business expansion

How is your market defined

What are the assumptions for market expansion?



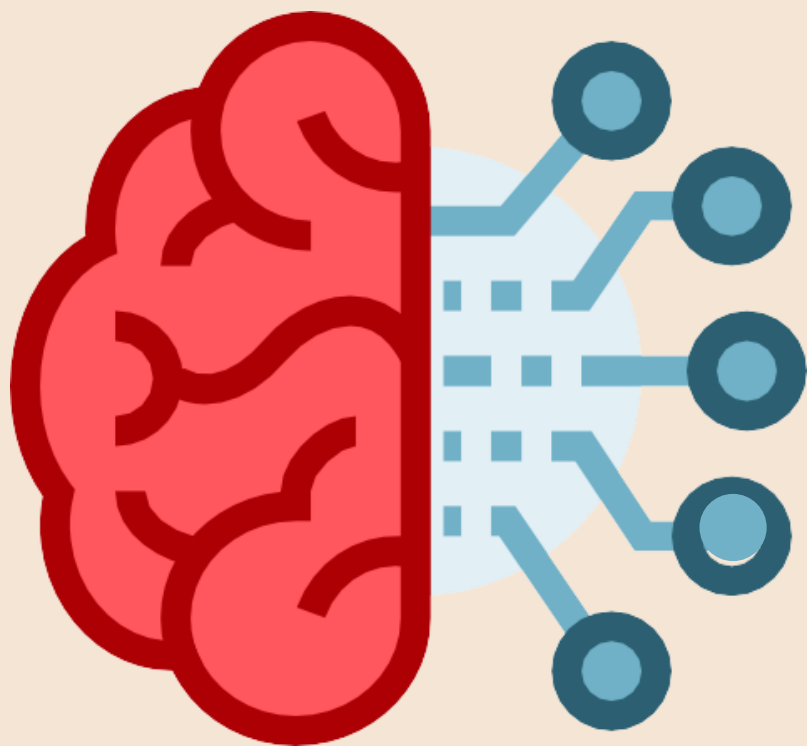
Understanding your **real**
market by curation and
workshops





1. Defining markets from a consumer perspective and describing dimensions of business expansion

2. Use Job to be Done
Opportunity segmentation:
Connecting consumer needs
with technological solutions



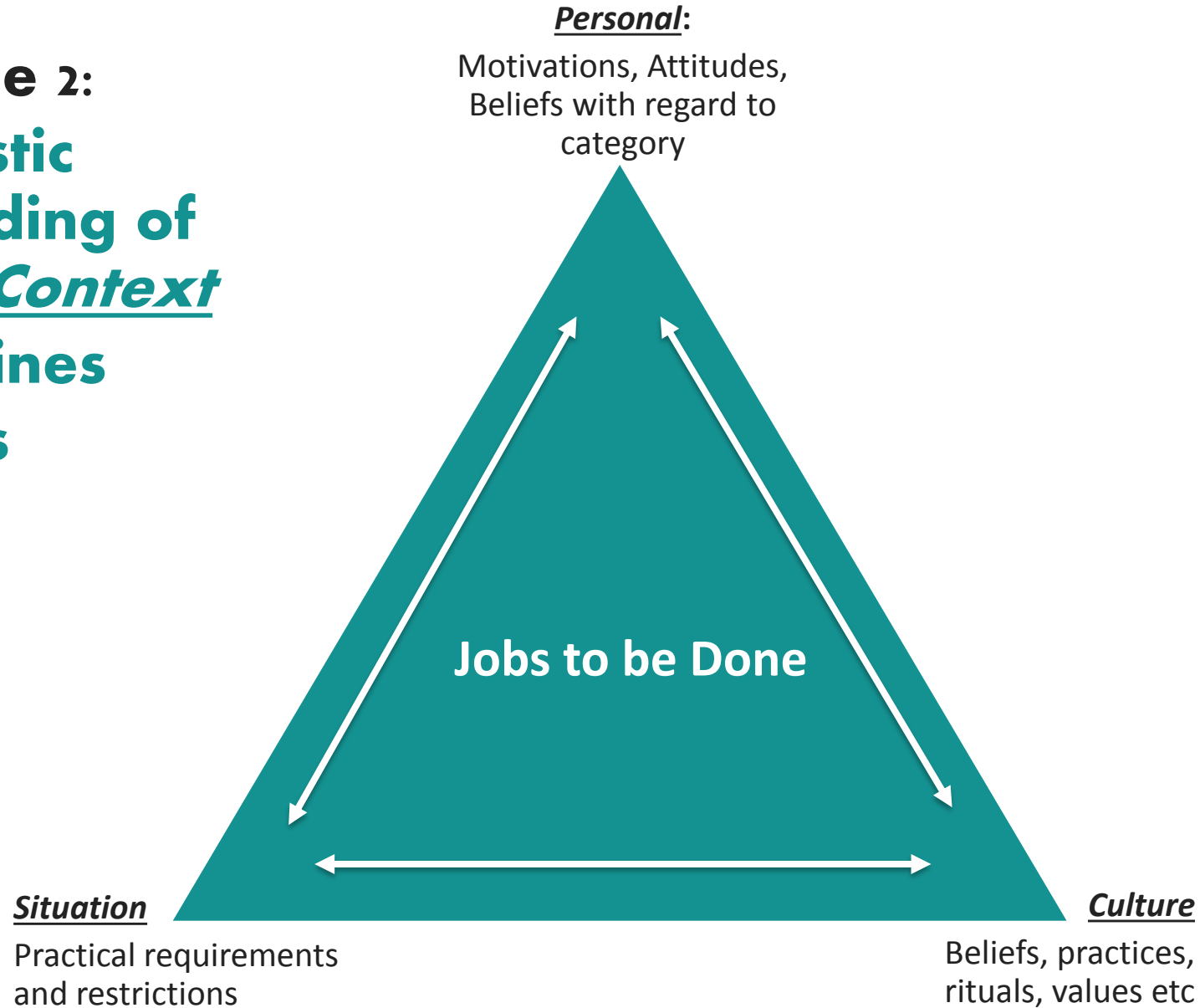
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What is Jobs to be Done? And why does it work better

Principle 1:

People hire products and services into life context to fulfill their **practical, emotional and cultural needs.**

Principle 2:
A holistic
understanding of
Consumer Context
determines
Jobs



Principle 3:
**People make trade offs
and concessions to fulfill
jobs.**
**the core building blocks for
innovation**



Three worlds connected



**Consumer
JOBS TO BE DONE**



**EXPERIENCE
Description &
Problem analysis**



**New experience
Design delivers
better experience**

A photograph of several bright orange oranges. Some are inside a white ceramic bowl on the left side of the frame, while others are placed on a light-colored, possibly white, surface to the right. The oranges are fresh and have a glossy texture.

Welcome to the
'Orange Company'



What makes or breaks a product experience

Product requirements

- One-handed consumption
- Mindless munching
- No mess
- Right-handed consumption
- Amount of product should be snack size
- Filling
- Re-energizing
- 10-15 minutes consumption
- Refreshing



The base for Innovation:
Jobs to be Done and
experience analysis lead to
product design

1. Defining markets from a consumer perspective and describing dimensions of business expansion

2. Use Job to be Done
Opportunity segmentation:
Connecting consumer needs
with technological solutions

3. Ideation:
Double Clicking on
Jobs to be Done



Building on

Jobs to be Done & Experience Insights – **Establishing a holistic Innovation and Brand Strategy**

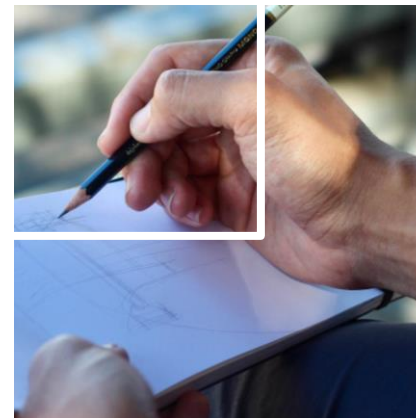
**What are the key jobs we
are focusing on and how
do they relate to the
company's brand portfolio:**

**Develop briefings for
innovation platforms**

**Deep dive into
product/engagement/
retail experience**



**Understanding how
to provide better
experiences across all
touch points**



**Long term agenda:
what will be the next
priority?**

4. Agile approach: concept development, seizing opportunities and Proto-Typing

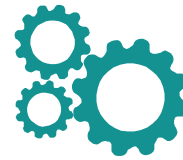


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**Screen and build
compelling concepts
based on real
consumer tensions**



Build Life



Overnight Qual



App development



**Vantis Concept
Fast**



Virtual Reality



**Overnight
Concept Test**



THANK YOU