

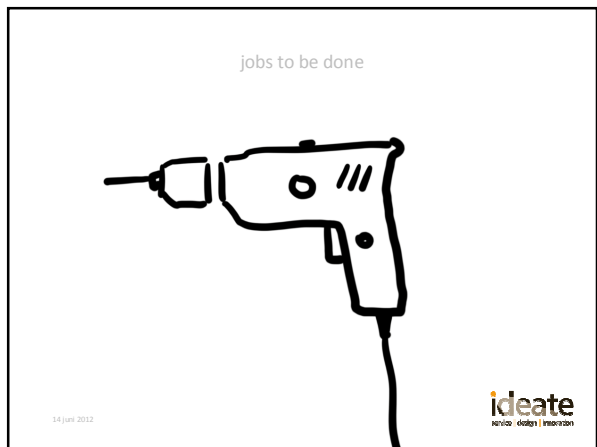
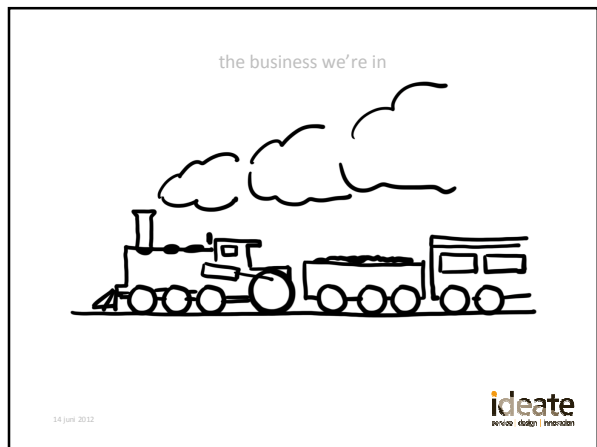
3

jobs to be done

and the business we're in

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the business we're in



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jobs to be done

Ulwick & Bettencourt
(outcome driven innovation)

Structureren klant behoeften
'customer jobs' en 'outcomes'
(klanttaken en uitkomsten)

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jobs to be done

medische diagnose stellen	(MRI scan)
een nieuw huis vinden	(Funda)
je huis nu inrichten	(IKEA)
ergens anders overnachten dan waar je woont	(Hotel)
iets kopen	(iDeal)
je kinderen bezig houden tijdens vakanties	(pretpark)

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jobs to be done

Ik wil...
mijn auto (onderwerp)
terugvinden (werkwoord)
bij een grote event (context)

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outcomes

Ik wil...
de tijd die het kost (maat)
minimaliseren (richting)
om handschoenen te kopen (onderwerp)
voor onze thuiszorgteams (context)

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customer value canvas

VALUE PROPOSITION		CUSTOMER SEGMENTS	
PRODUCTS SERVICES	GAIN CREATORS	GAINS	CUSTOMER JOBS
	PAIN RELIEVERS	PAINS	

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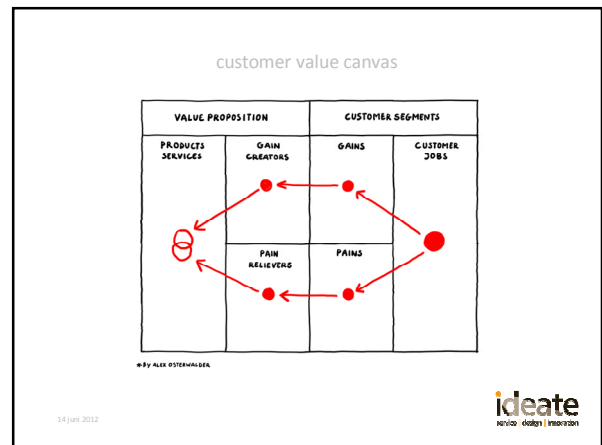
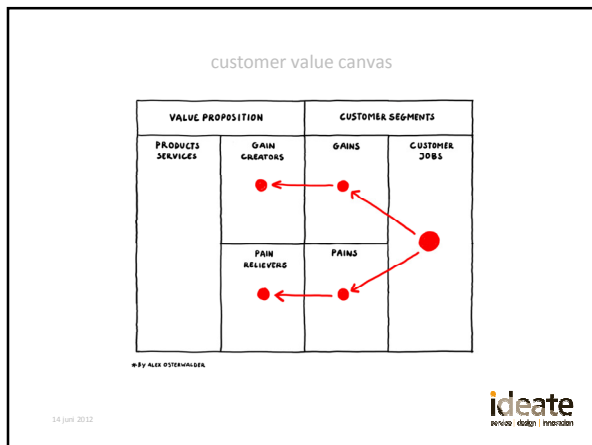
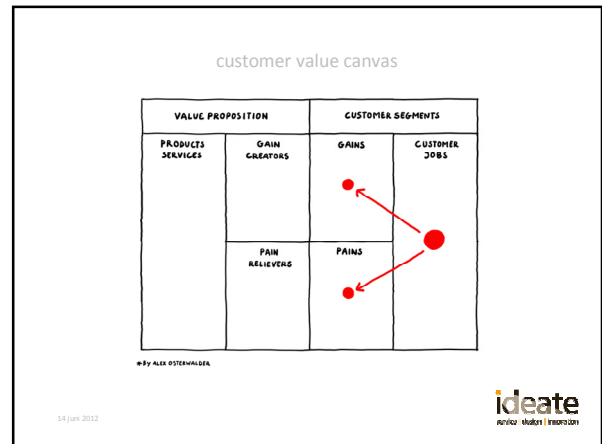
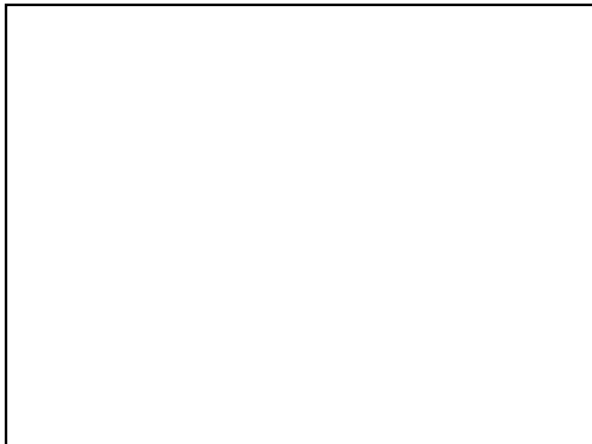
customer value canvas

VALUE PROPOSITION		CUSTOMER SEGMENTS	
PRODUCTS SERVICES	GAIN CREATORS	GAINS	CUSTOMER JOBS
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pauze

met opdracht!

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10 minuten pauze



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5

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visual storytelling

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Visual storytelling

making stories that stick

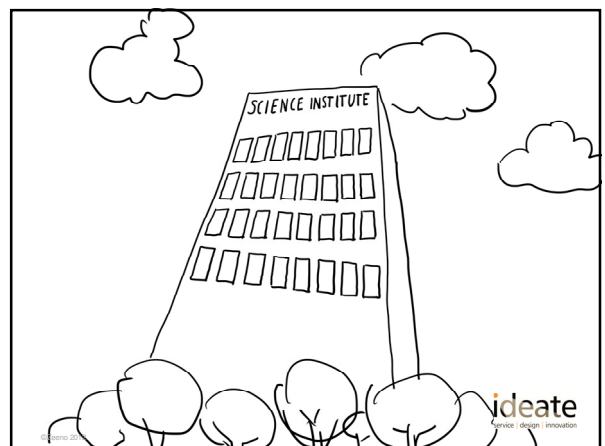
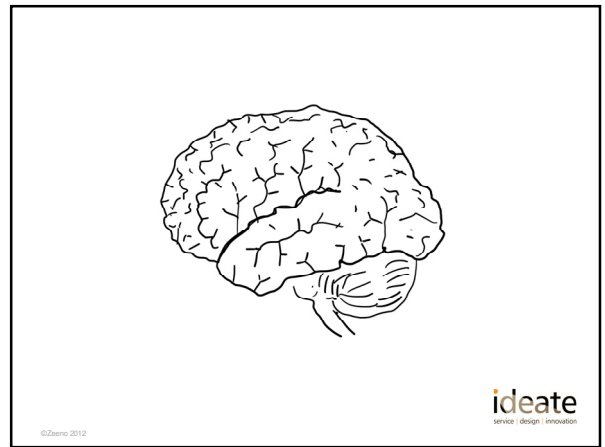
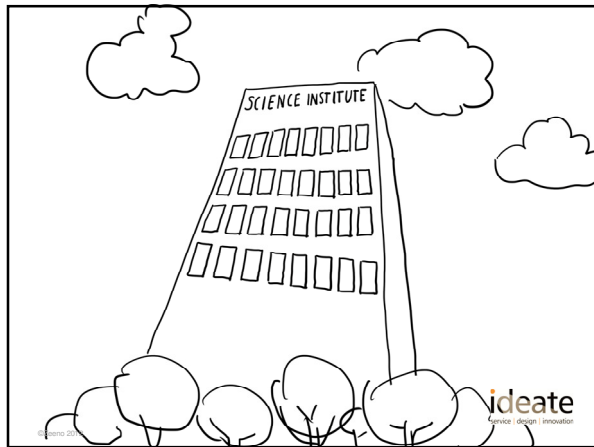
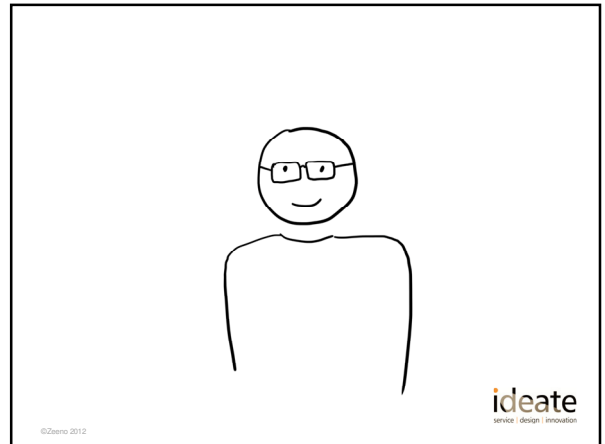
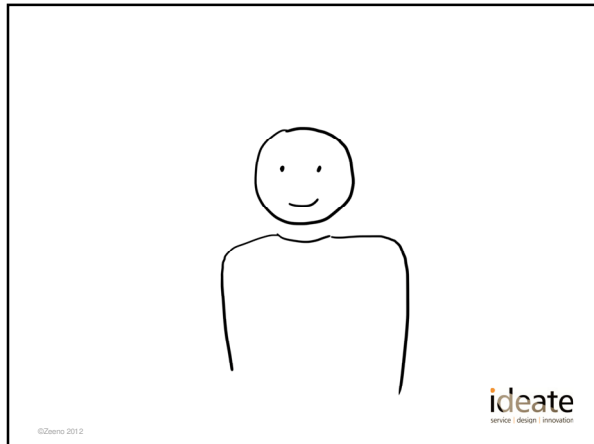


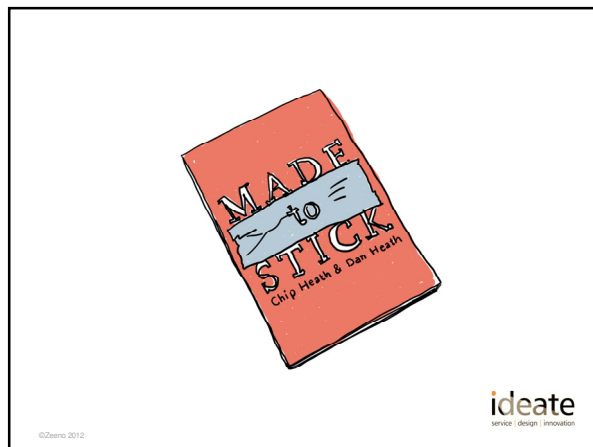
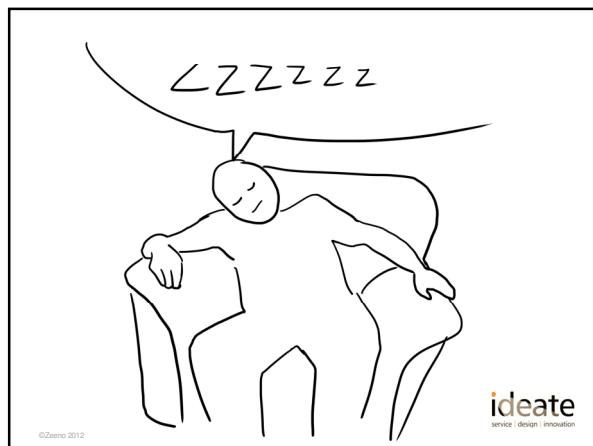
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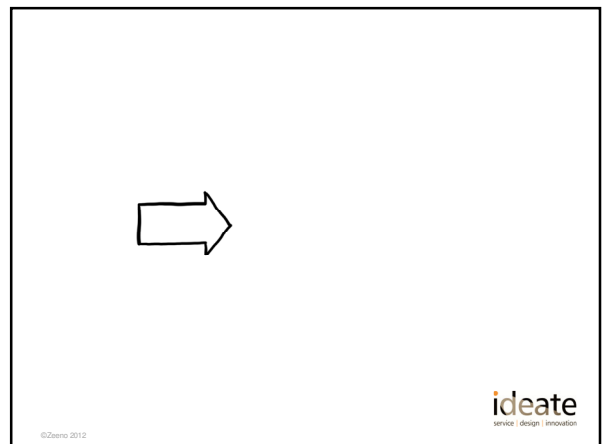
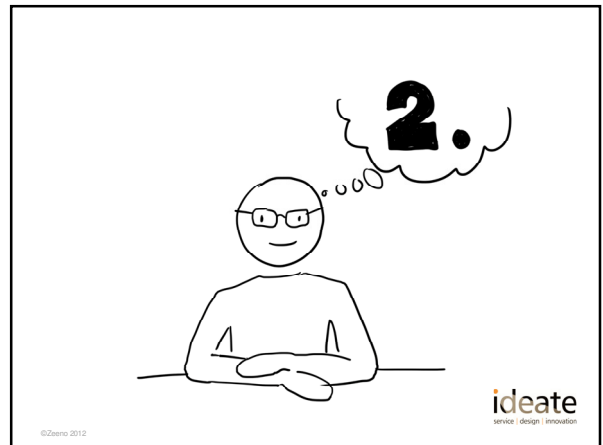
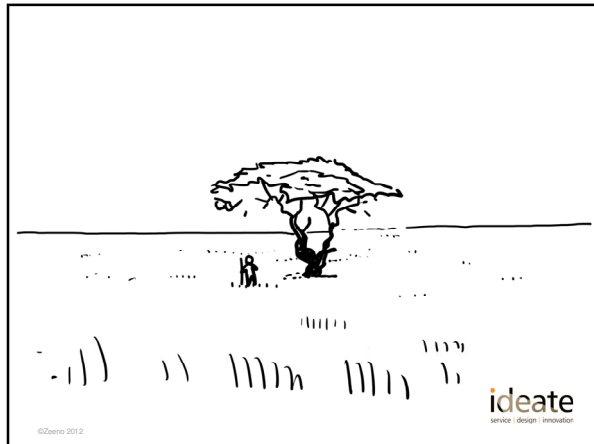
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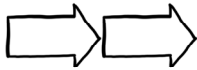


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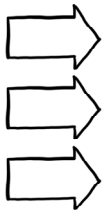
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METAPHOR

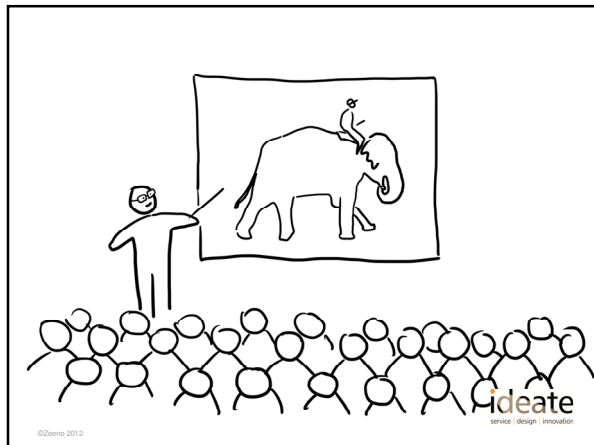
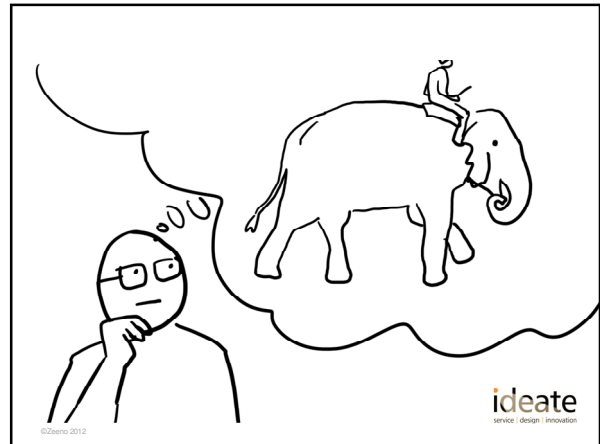
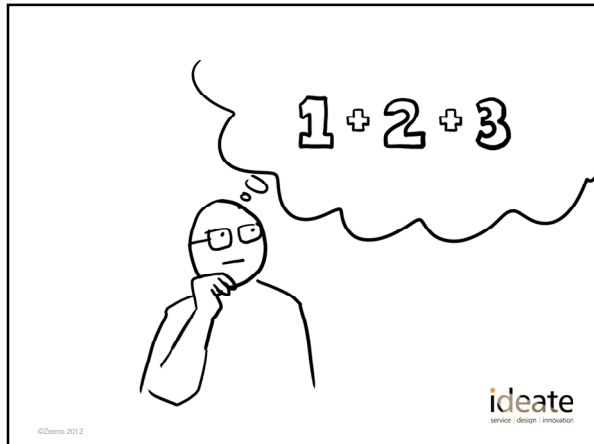
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aan de slag

groepjes van 3 à 4

verzin in 10 minuten een dienst (n.a.v. het idee uit de pauze)

verzin een kort verhaal volgens 'de reis van de held'

teken in 6 plaatjes een storyboard

om 18:45 klaar

Luka en Onno kunnen helpen

hier en in de Inspiratieboot

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