

Innovation in analytical and information products and services for parliaments and citizens: client focus, visibility and new technology

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Establishing relationships

Innovation

Client focus

Parliaments

Citizens

New Technologies

Products

Services



What is innovation?

What is innovation?

Revolutionary

Invention

New technology

Life changing



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What is innovation?

“Production or adoption, assimilation, and exploitation of a **value-added** novelty in economic and social spheres” (Edison & Tokar, 2013)

What should be innovation for us?

“Innovation is less about producing something new and more about **enabling something new and important for customers**. It’s about *progress, not products*” (Christensen et alii, 2016)

Innovation and
focus on the client

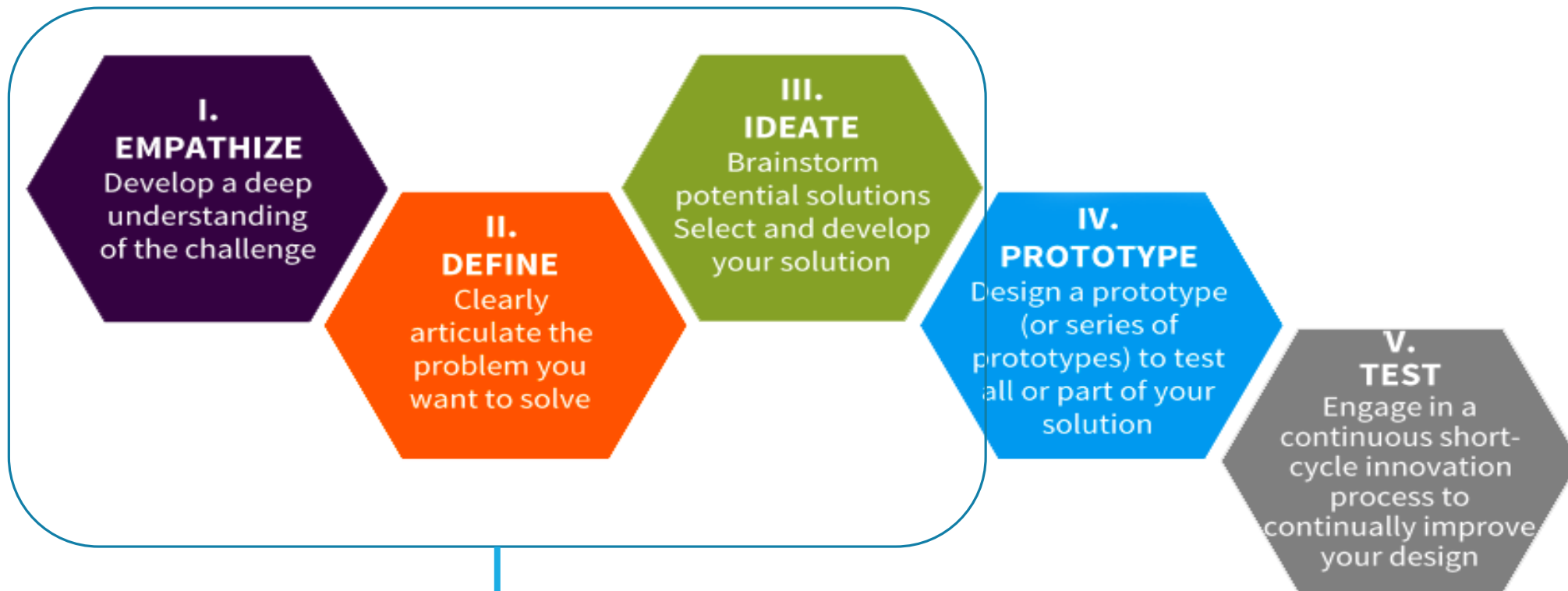
“If I’d asked
people what they
wanted, they
would have said
faster horses”
(Henry Ford)



What *really* is important to our clients?

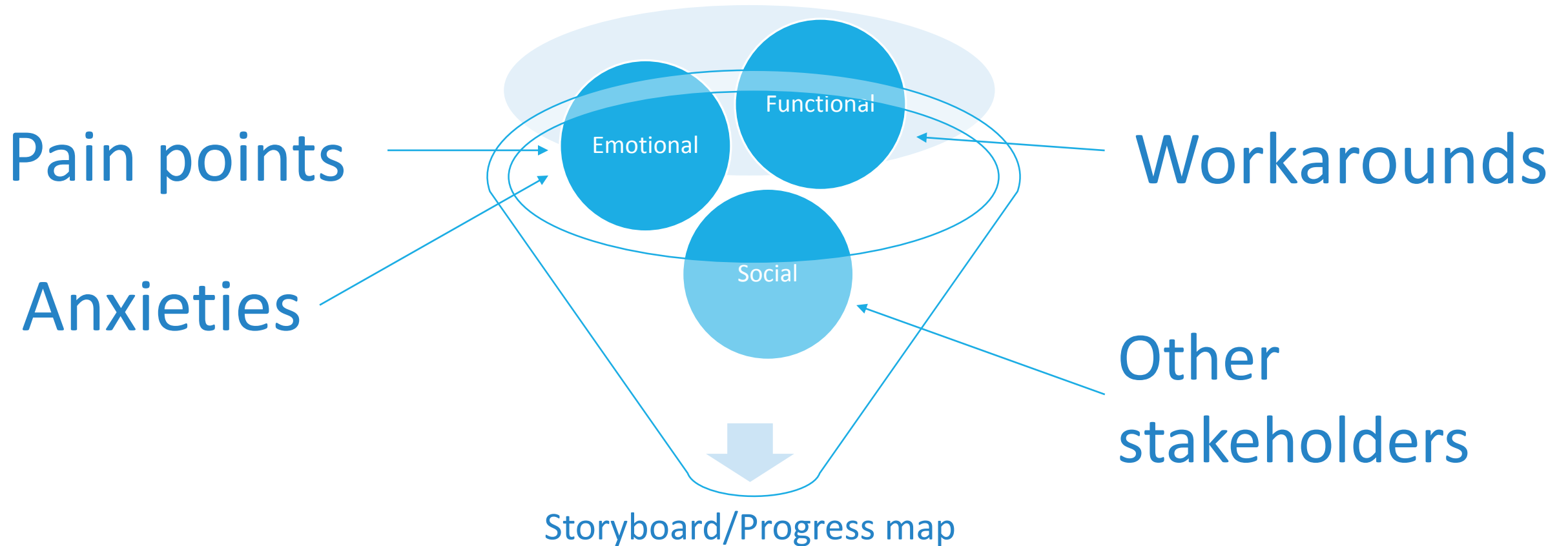
“People don’t want to buy a quarter-inch drill. They want a quarter-inch hole” (Ted Levitt)





Jobs to be done

Describing a job to be done:



Job to be done – example #1

- I need provisions for my house **CUSTOMER NEED**
- I just moved to New York. I don't have a car and I don't intend to rent one now. My fridge and pantry are empty. I am used to eating healthy, organic and fresh food. **CIRCUMSTANCES**
- I guess I just have to make many trips to the nearby grocery store and carry two bags home each time... **PAIN POINT**
- I have many other things to do and I start on my job tomorrow. Will I have enough time to buy groceries? **ANXIETIES**

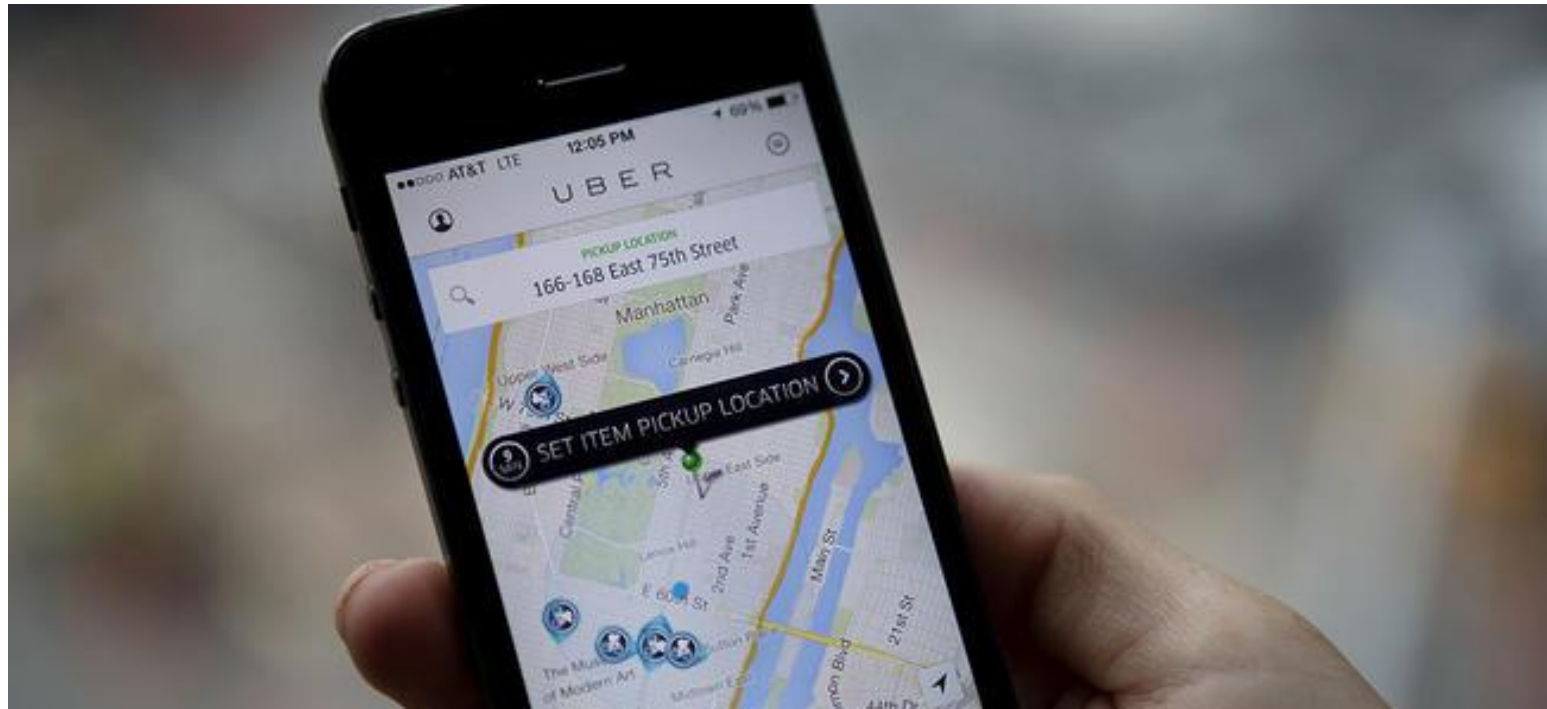
I need to hire someone to help me with picking, packing and delivering groceries at my house

Job to be done – example #2

- I need urban transportation **CUSTOMER NEED**
- I work downtown and I have to go to a meeting a few kilometers away. I must be there on time. It's raining and I don't have an umbrella. **CIRCUMSTANCES**
- It's a ten minute walk to the bus stop. I guess I just have to get a cab. There are other three people waiting for one. **PAIN POINT**
- I'll be lucky if I arrive there on time. Will the cab driver be nice? Will he choose a longer route just to raise the fare? Will he accept payment by credit card? Will the machine work? I don't have enough cash! **ANXIETIES**

I want an efficient, reliable and pleasant mobility solution

Innovations based on Jobs to be done



Where to
research?

Existing clients

Clients of other
services

Non consumers



Strategies to come up with innovations

Identify and describe the job
your client wants to be done



Focus on the essential job
drivers



Brainstorm and choose ideas



Create a detailed description
of the idea

Thank you!

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