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

New Technologies

Products  Services

Parliaments  Citizens
What is innovation?
What is innovation?

Revolutionary

Invention

New technology

Life changing
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 ali, 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

I. EMPATHIZE
Develop a deep understanding of the challenge

II. DEFINE
Clearly articulate the problem you want to solve

III. IDEATE
Brainstorm potential solutions
Select and develop your solution

IV. PROTOTYPE
Design a prototype (or series of prototypes) to test all or part of your solution

V. TEST
Engage in a continuous short-cycle innovation process to continually improve your design
Describing a job to be done:

- **Pain points**
- **Anxieties**
- **Workarounds**
- **Other stakeholders**

**Storyboard/Progress map**
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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