

Quit Scratching the Surface!

Human centered Innovation with Jobs to be Done and Outcome Driven Innovation

Tina Thron // JTBD Summit // March 25, 2021

DISCLAIMER

Only use when transforming your organization.

May have strong effects on stakeholders.

Approach may cause irritations in JTBD / ODI experts.

Human centered innovation requires human centered thinking



- ... does not come natural to large, traditional organizations
- ... requires new skills of observing, understanding and decoding human behaviour and mental models
- ... must be done by the whole product team

JTBD & ODI are concepts of human centered thinking

How can we inspire and educate others to use them properly?

- Make it about them and their challenges
- Get everyone actively involved
- Adjust language to ensure accessibility
- Let them experience it first hand



From observations to insights

Leading teams to a deeper understanding

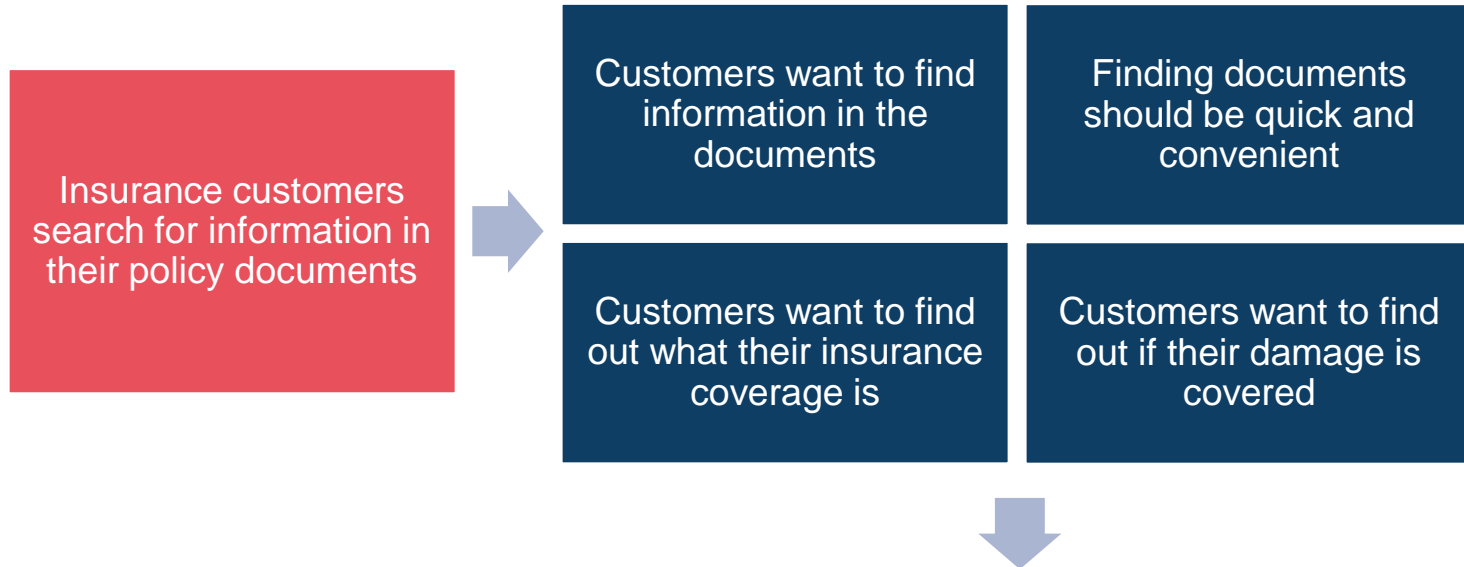


- What behavior did we observe?
- What did the person do?
- How did they react?

- Why did they do it?
- What were they trying to achieve?
- How did they do it?
- What was important to them?

A real-life example

Starting with findings that come natural to product teams



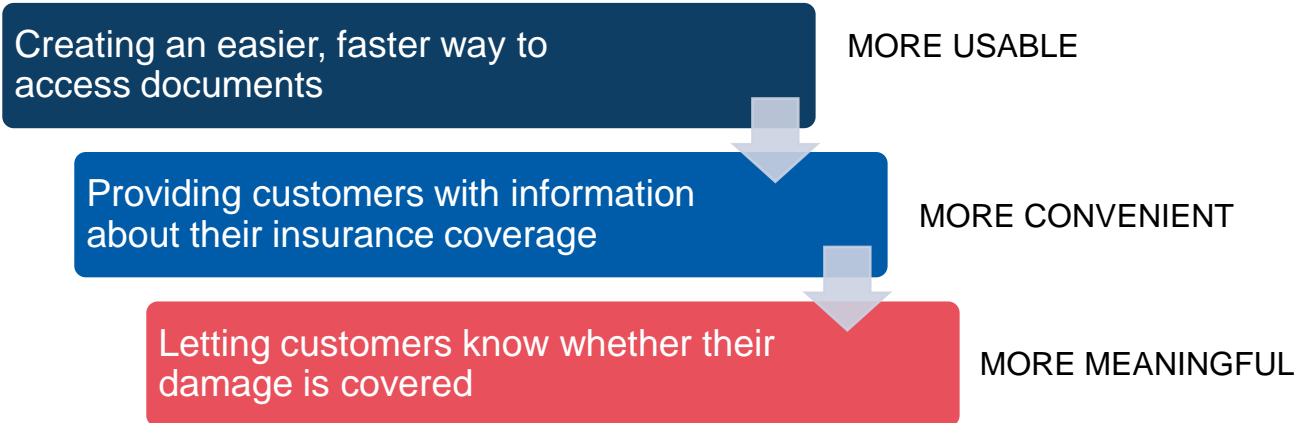


This is where innovation starts...

Asking questions that will help the team to connect to the hidden layers of customer behavior.

Digging deeper together

Leading the team to the core



The power to transform

Colleagues who have participated in human centered thinking exercises will be more likely to...

- ✓ ask the right questions,
- ✓ use customer insights effectively,
- ✓ draw inspiration from research activities,
- ✓ educate themselves further,
- ✓ become allies for human centered innovation



Thank you

Stay healthy & safe!

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