

ENABLED

INNOVATION PROCESS

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JOBS TO BE DONE (JTBD)

**PEOPLE
DON'T WANT TO BUY
A QUARTER INCH DRILL.
THEY WANT A QUARTER
INCH HOLE.**

THEODORE LEVITT

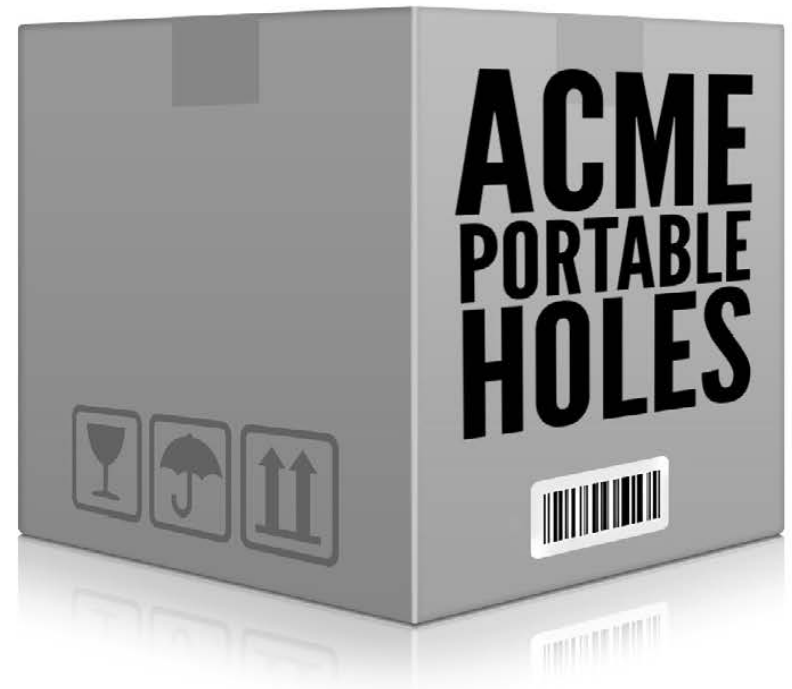


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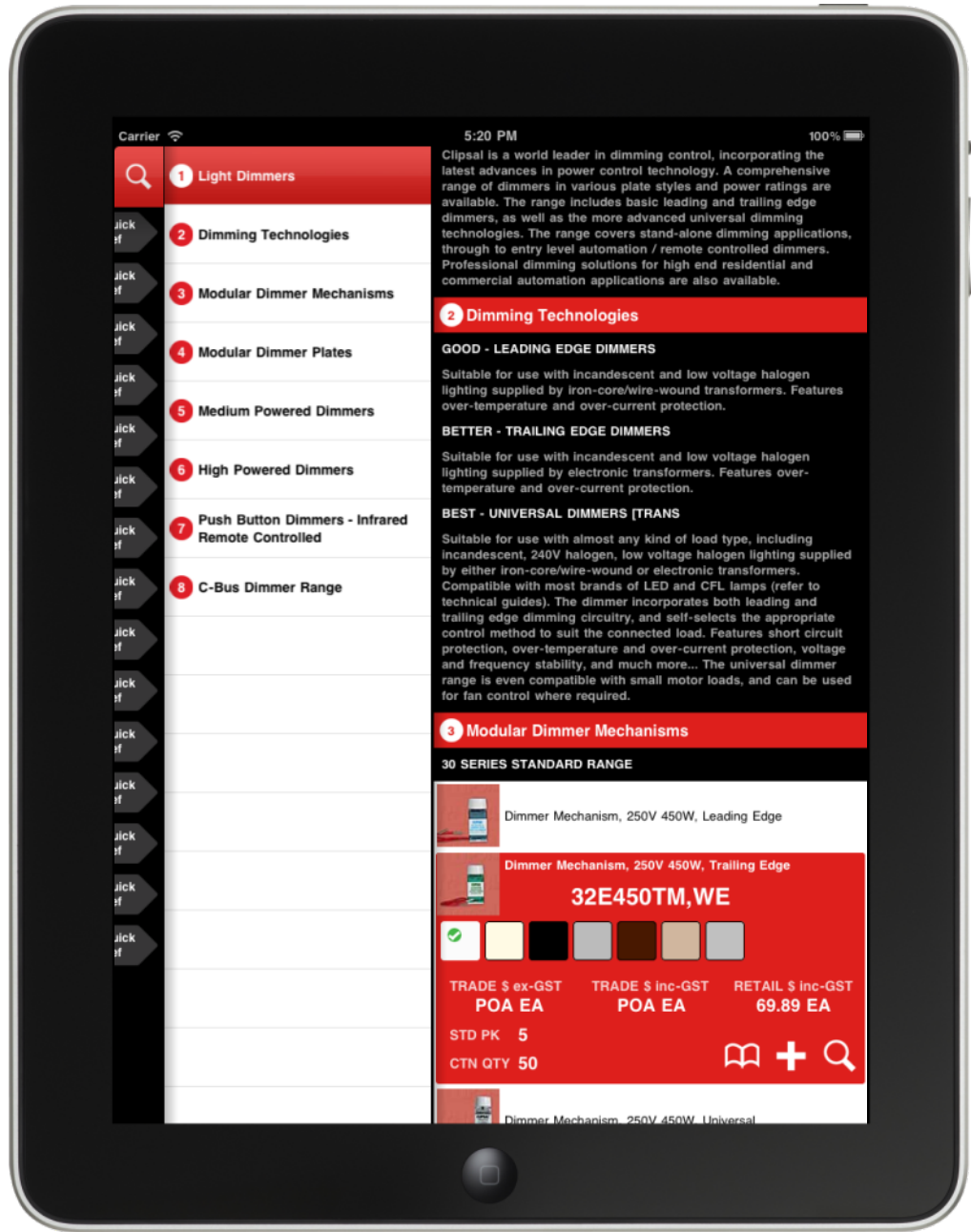
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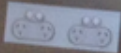








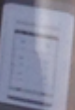
Powerpoints
horizontal single
powerpoint



Saturn Series,
horizontal quad
powerpoint



Saturn Series,
horizontal double
powerpoint with ext...



C-Bus



Zoom



Rotate



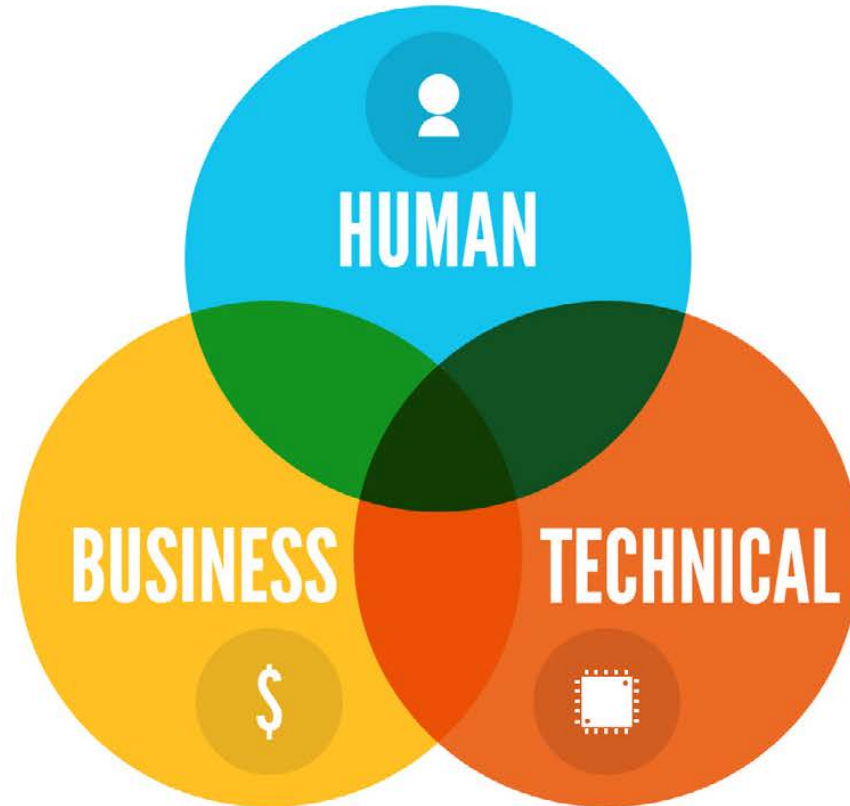
Move

Close

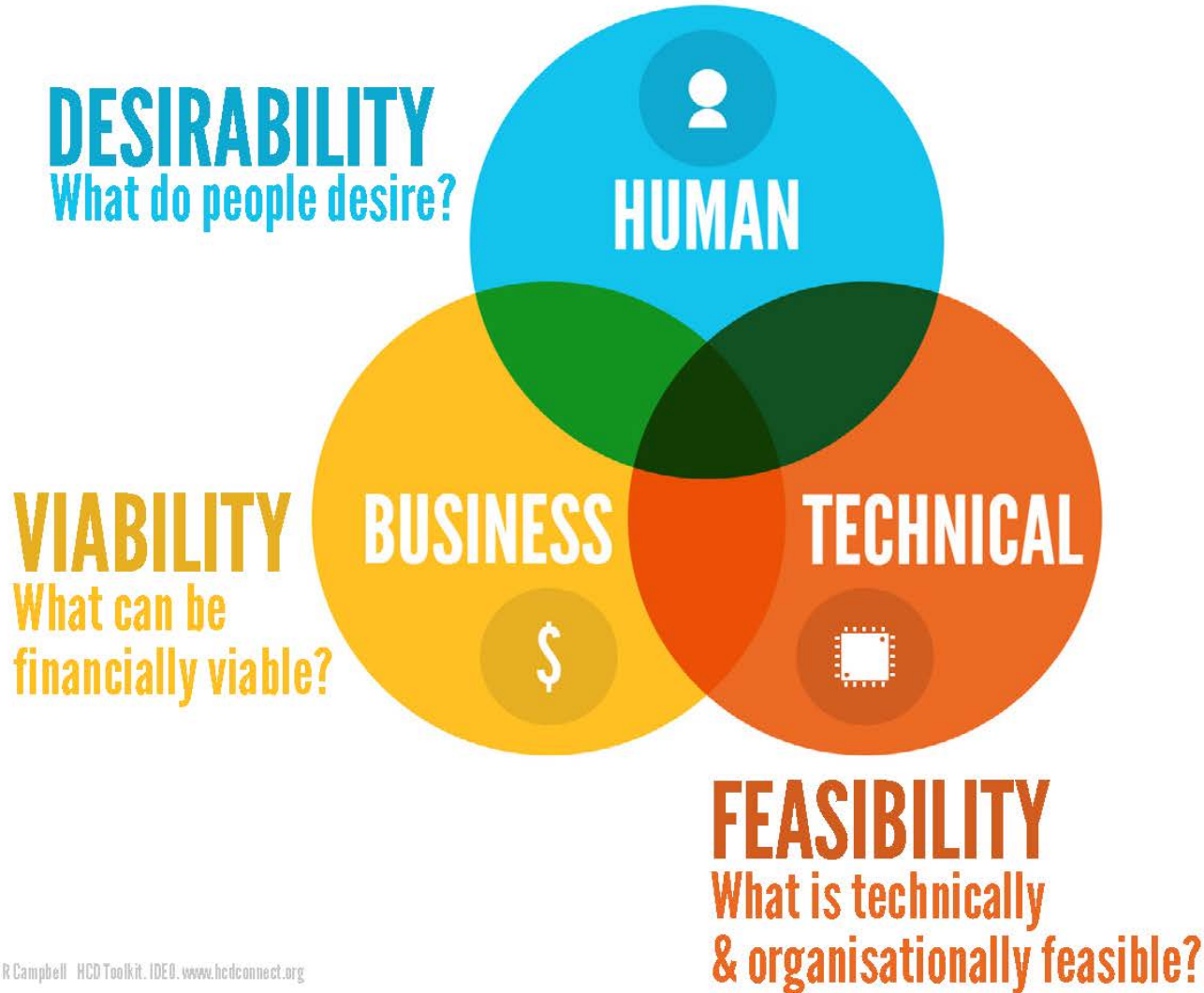
Restart

Save Photo

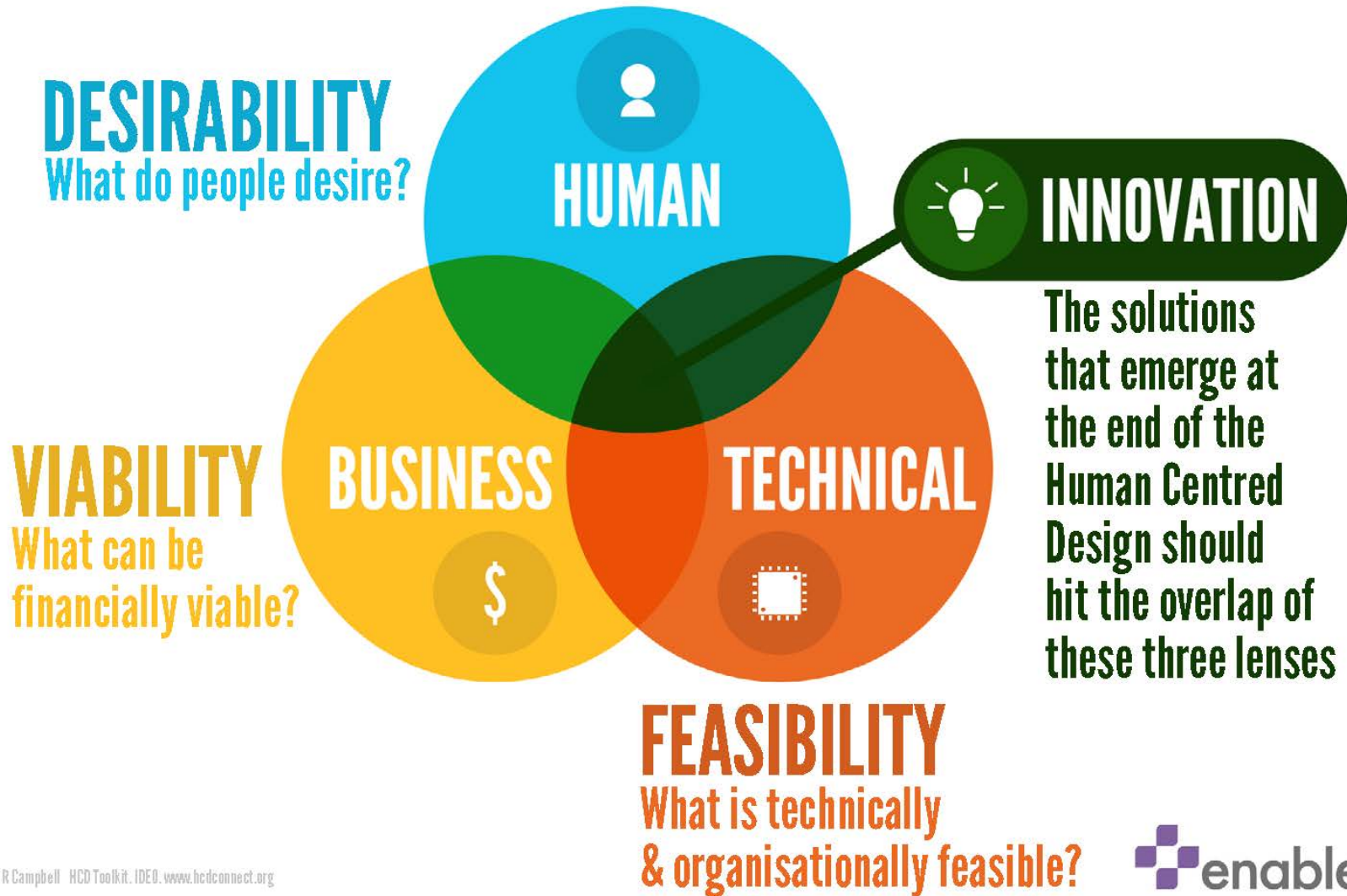
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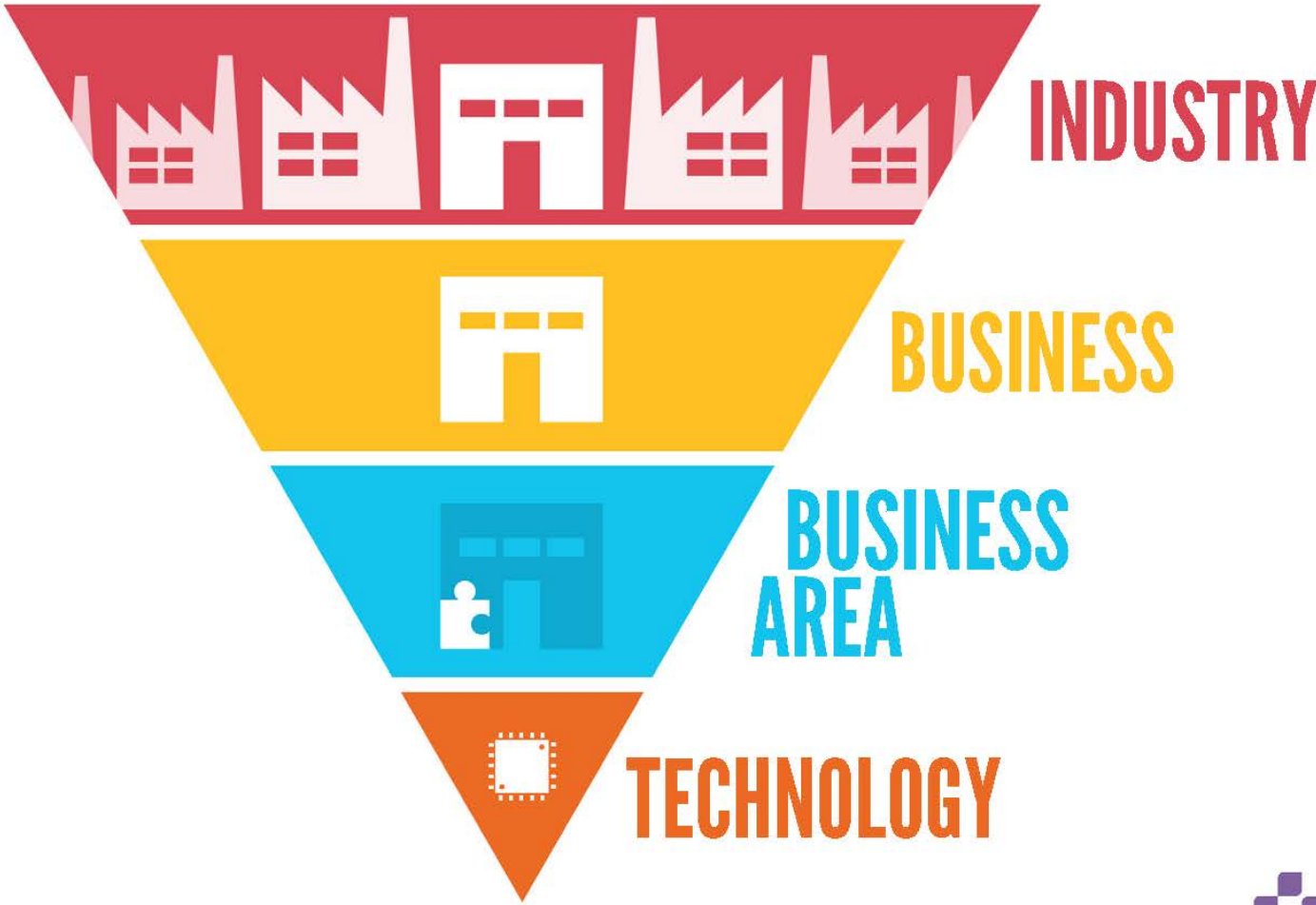
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EXPLORATION

DEVELOPMENT

Discovery		Concept		Viability		Design	Development		Evaluate	Deploy	Support
Client Discovery	Customer / Industry Discovery	Ideation	Demo.	Business Constraints	Scope		Develop	QA			
First Client Meeting	JTBD (Jobs to be done)	Ideation R&D	Mock ups tech testing	Business Canvas	Planning (Dev, Roll Out)	Content Design UI	Graphic Design	QA Testing	Review User Testing	Delivery Roll Out	Support
Present the Enabled Process	Survey	Brainstorm concepting	EPOC (electronic proof of concept)	Business Viability	Project Defined Scoping (features)	Design UX	Development Programming	User Acceptance Testing	Evaluation		
Discovery Audit	Interviews	Sketching (wires, app map)		Survey	App / Site Map Overview (visual scope)	Coding (planning)		Documentation			
Research	Value Canvas				Change Requests	Wireframes					
	Blue Ocean					Scoping Work Document					
	Reduce / Enhance					SDD					
	Strat. Canvas					Quotation fixed for Dev					

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