

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

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# Establishing relationships

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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?

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“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?

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“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

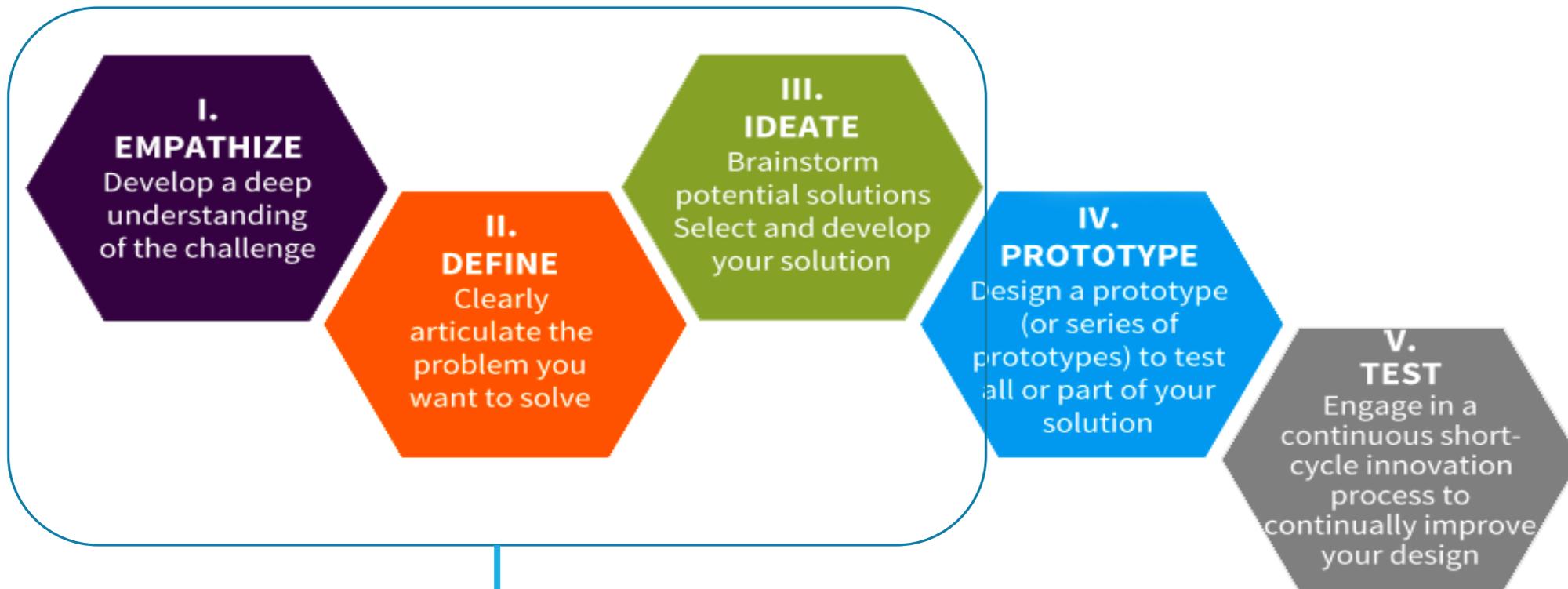
“If I’d asked  
people what they  
wanted, they  
would have said  
faster horses”  
(Henry Ford)



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)

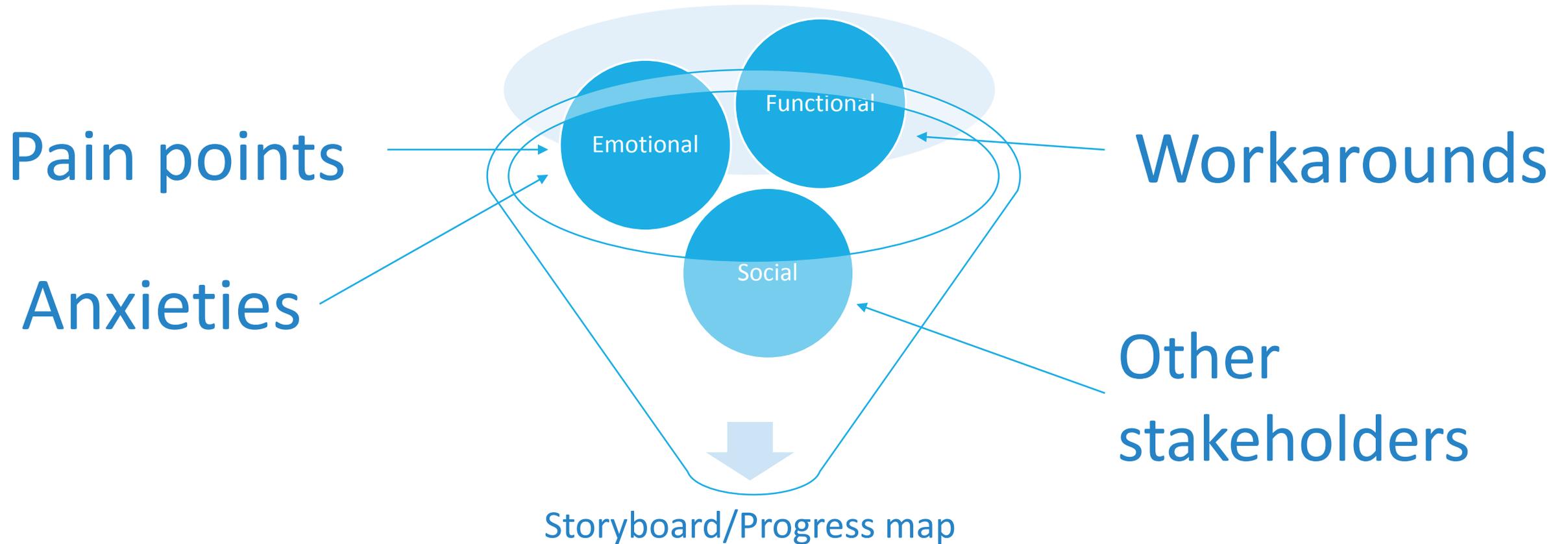




Jobs to be done

# Describing a job to be done:

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# Job to be done – example #1

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- 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

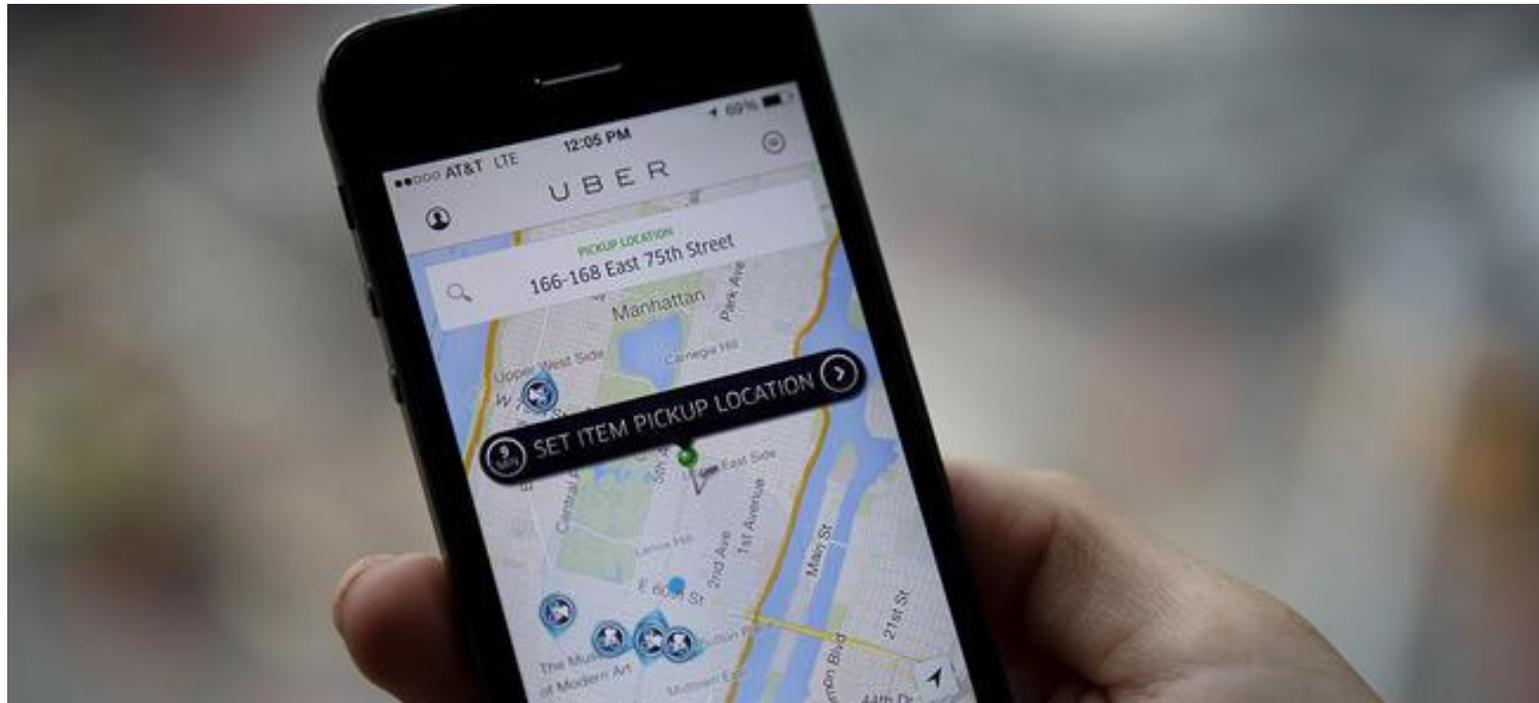
# Job to be done – example #2

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- 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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