

## Vorgehen und Aufgaben

Dominic/Tim: Erklären des Problems/Alltag Erfahrungen der MA

Dominic: Verstehen der Technologie/ELO/Intranet/intelligente Wissensdatenbank

Gruppe: Gibt es eventuell schon ähnliche Lösungen? (nur kurz recherchieren)

Gruppe: Brainstorming-how might we? Postit- eine Idee pro postit

Gruppe: Schnellrunde mit Erklärung der einzelnen Ideen (5min pro Idee) - Ideenordnung in Kluster

Gruppe: Abstimmen welche Idee(n) verfolgen?

Gruppe: Wie sieht die Lösung idealerweise aus? Lösung im Alltag für Benutzer (Konzept erarbeiten)

User Story: verschiedene Rollen (Admin/Neuling/Sozis)

The diagram illustrates the User Story format. On the left, a yellow sticky note is pinned with a blue pushpin. The note contains the following text:

**As a** <role>  
**I want** <goal>  
**so that** <benefit>

**Acceptance criteria:**  
(Conditions of Satisfaction)  
...  
...

Below the sticky note is a circular icon with a camera symbol. To the right of the sticky note, an example of a user story is provided:

**As an** Account Manager  
**I want** a sales report of my account to be sent to my inbox daily  
**So that** I can monitor the sales progress of my customer portfolio

**Acceptance criteria:**

1. The report is sent daily to my inbox
2. The report contains the following sales details: ...
3. The report is in csv format.

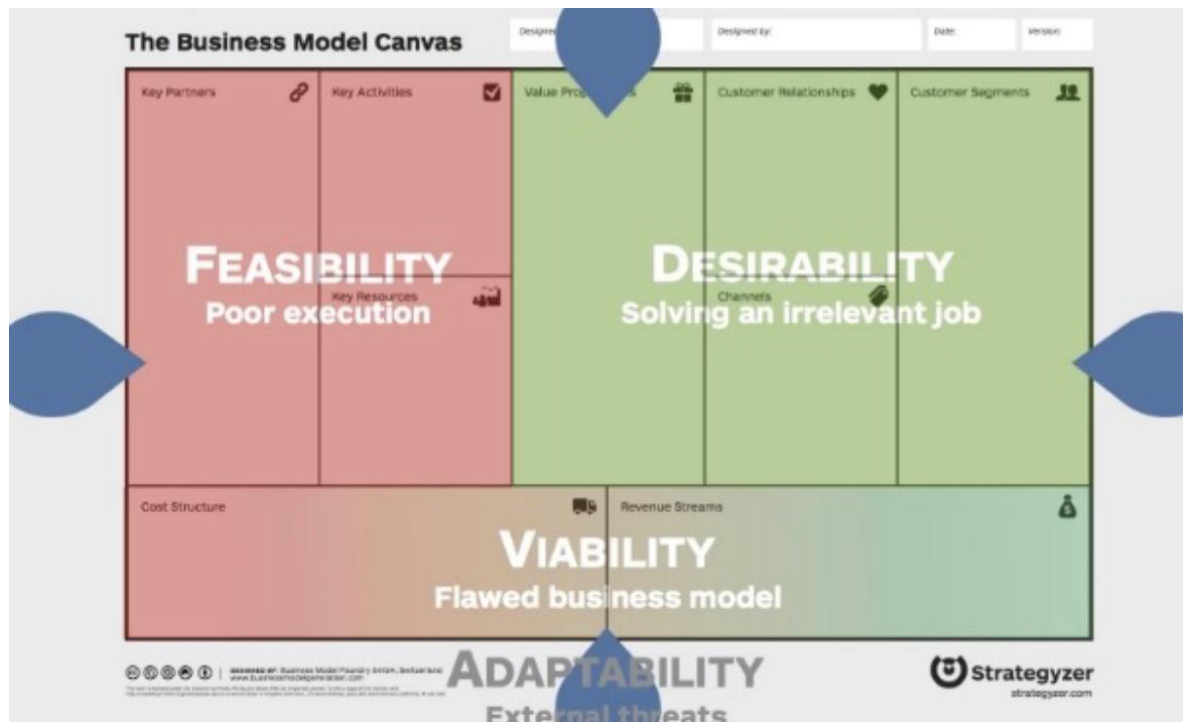
The diagram is decorated with blue squares and dotted patterns in the corners.

Entwicklung:

Arbeitsaufteilung

- Datenmanagement für ELO/Intranet/Internet erstellen (Dominic?)

- Aufbau der neuen Wissensdatenbank
- Technologie/Code für intelligente Datensuche von den vorhandenen Quellen
- Umsetzbarkeit? Was wird für die Lösung benötigt? Ressourcen/Budget/Lizenzen, etc.
- Roadmap/Vision: Größenordnung und Wachstum? Wie starten und wie wachsen? Was wäre Maximum?
- Mehrwert: Konkreter Wert für Sozialdienst und Menschen aufzeigen



Feasibility is about the assumptions that you chose the right infrastructure to execute your business model well (risk: poor execution).

Desirability is about the assumptions that will actually create customer value (risk: solving an irrelevant customer job).

Viability is about the financial assumptions that will earn you more money than you spend (risk: flawed business model).

Adaptability is about the assumptions that you chose the right business model within the context of external factors, like competition, technology change, or regulation (risk: external threats).


Bearbeitungsmodelle:

<b>PROBLEM</b> List your customers top 3 problems	<b>SOLUTION</b> Outline possible solution for each problem	<b>UNIQUE VALUE PROPOSITION</b> Single, clear, compelling that turns an unaware visitor into an interested prospect	<b>UNFAIR ADVANTAGE</b> Something that can't be easily copied or bought	<b>CUSTOMER SEGMENTS</b> List your target customers and users
<b>EXISTING ALTERNATIVES</b> List how these problems are solved today	<b>KEY METRICS</b> List key numbers telling how your business is doing today	<b>HIGH LEVEL CONCEPT</b> List your X for Y analogy (e.g. YouTube = Flickr for videos)	<b>CHANNELS</b> List your path to customers	<b>EARLY ADOPTERS</b> List characteristics of your ideal customer
<b>COST STRUCTURE</b> List your fixed and variable costs		<b>REVENUE STREAMS</b> List your sources of revenue		

<b>BUSINESS MODEL CANVAS</b>				
<b>KEY PARTNERS</b> Who are your key partners?	<b>KEY ACTIVITIES</b> What are the activities you perform every day to deliver your value proposition?	<b>VALUE PROPOSITION</b> What is the value you deliver to your customer? What is the customer need that your value proposition addresses?	<b>CUSTOMER RELATIONSHIPS</b> What relationship does each customer segment expect you to establish and maintain?	<b>CUSTOMER SEGMENTS</b> Who are your customers?
	<b>KEY RESOURCES</b> What are the resources you need to deliver your value proposition?		<b>CHANNELS</b> How do your customer segments want to be reached?	
<b>COST STRUCTURE</b> What are the important costs you make to deliver the value proposition?		<b>REVENUE STREAMS</b> How do customers reward you for the value you provide to them?		


Schlusspitch:



**Our** \_\_\_\_\_  
 *Products and Services*

**help(s)** \_\_\_\_\_  
 *Customer Segment*

**who want to**

\_\_\_\_\_

 *jobs to be done*

**by** \_\_\_\_\_  
 *verb (e.g., reducing, avoiding)*       *and a customer pain*

**and** \_\_\_\_\_  
 *verb (e.g., increasing, enabling)*       *and a customer gain*

**(unlike** \_\_\_\_\_  
 *competing value proposition* **)**