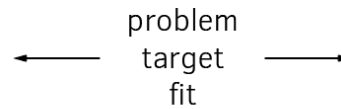


## What Problem?

jobs to be done



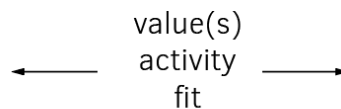
## Whose Problem?

service ecosystem



## Why Solve It?

inspiration, value(s),  
motivation



## How Solve It?

strategy, tactics



WOMBLab