

JOB

From the customer's perspective:
What is the goal of the process?

For WHOM should/will the process be conducted?

Why is the process currently important?

About the situation:

When does the job occur?

Why does the job occur?

How often does the job occur?

CUSTOMER

What motivates the customer to do the job?

What "Pains" are solved by the execution of the job?

What are the biggest hurdles to doing the job from the customer's perspective?

Which other stakeholders are involved?

POSSIBILITIES

What is currently being done but is no longer necessary for the job to get done?

What is additionally necessary to get the job done?

Which part of the job can be done in a different way (e.g. digitization)?

