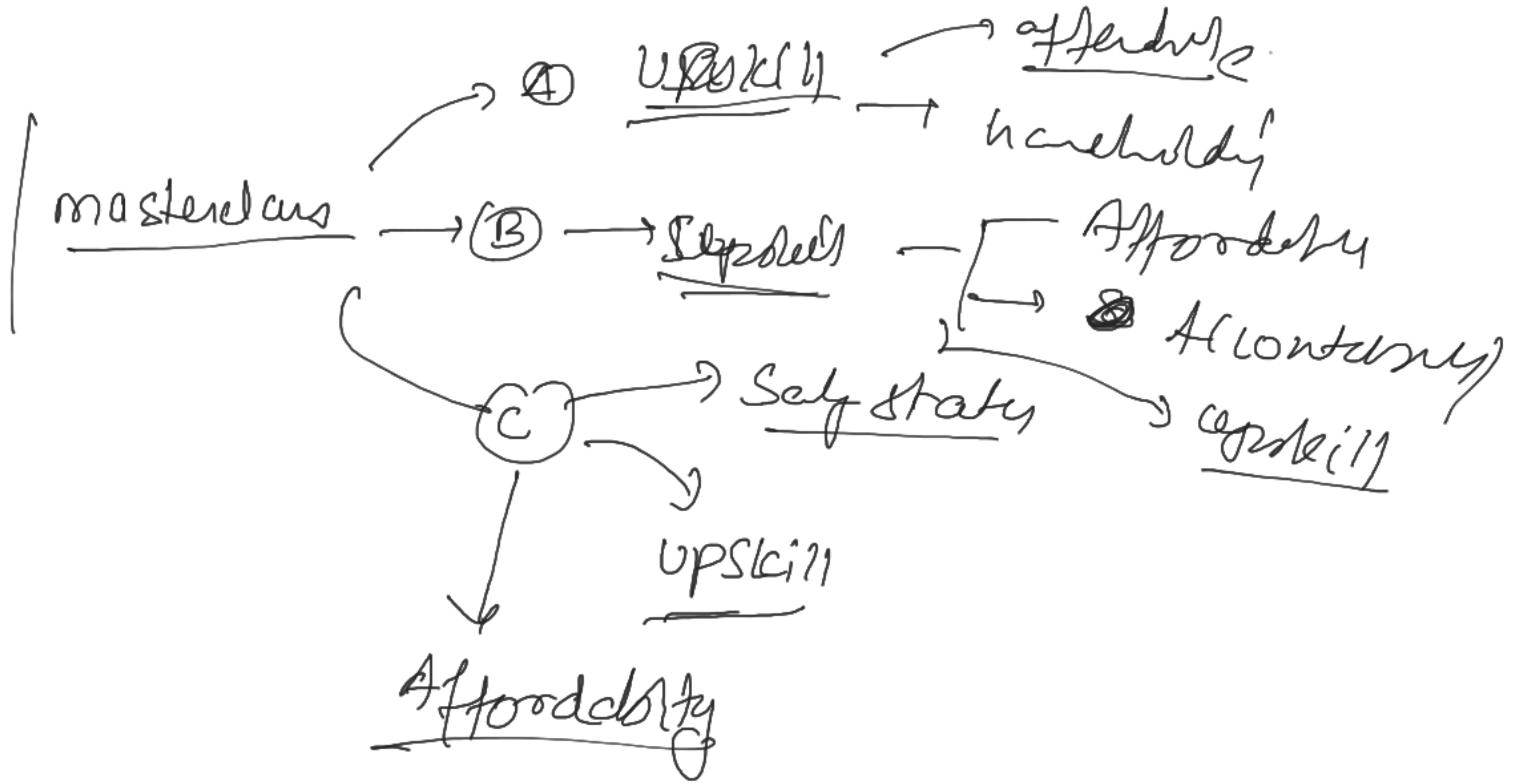
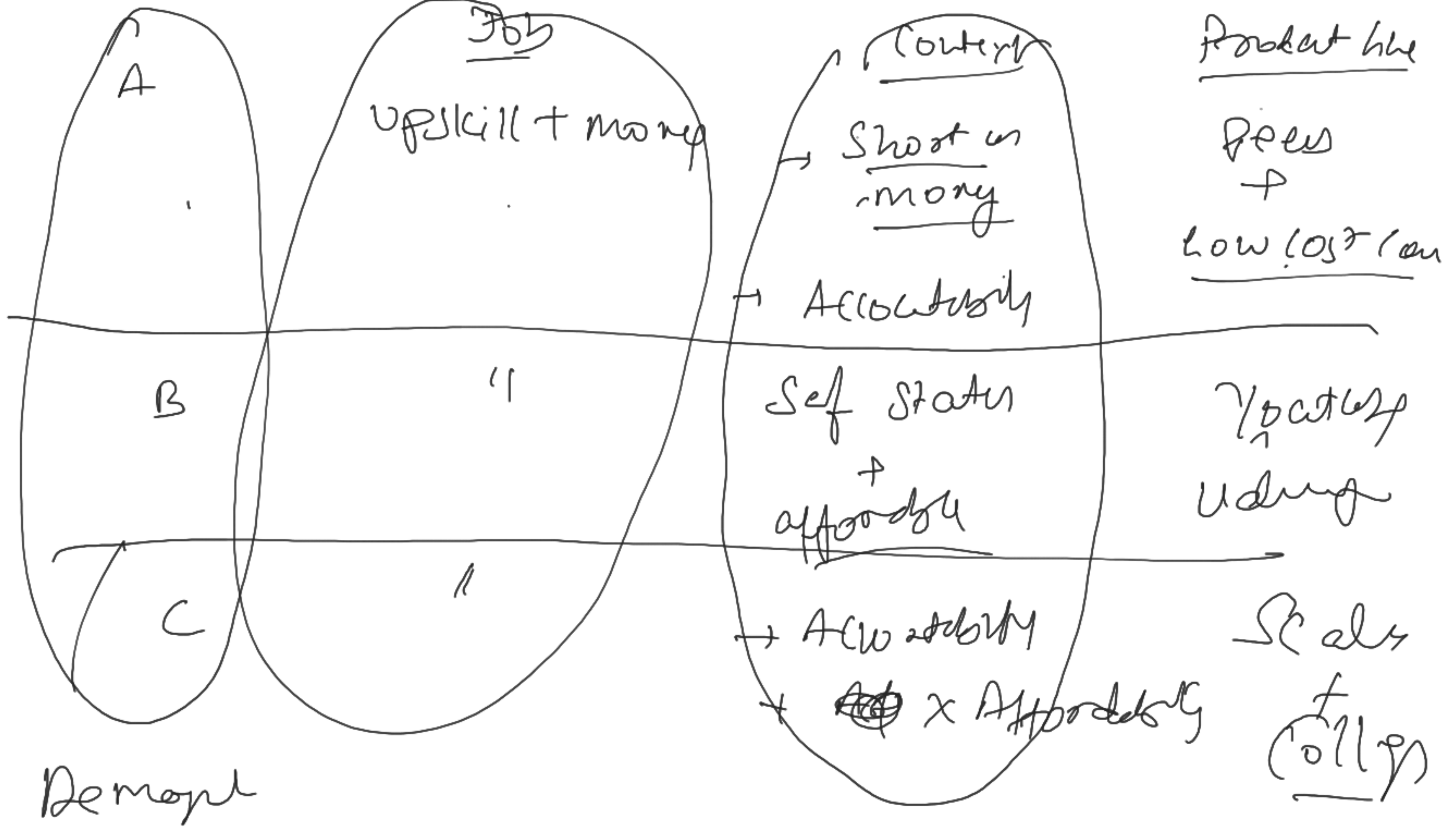
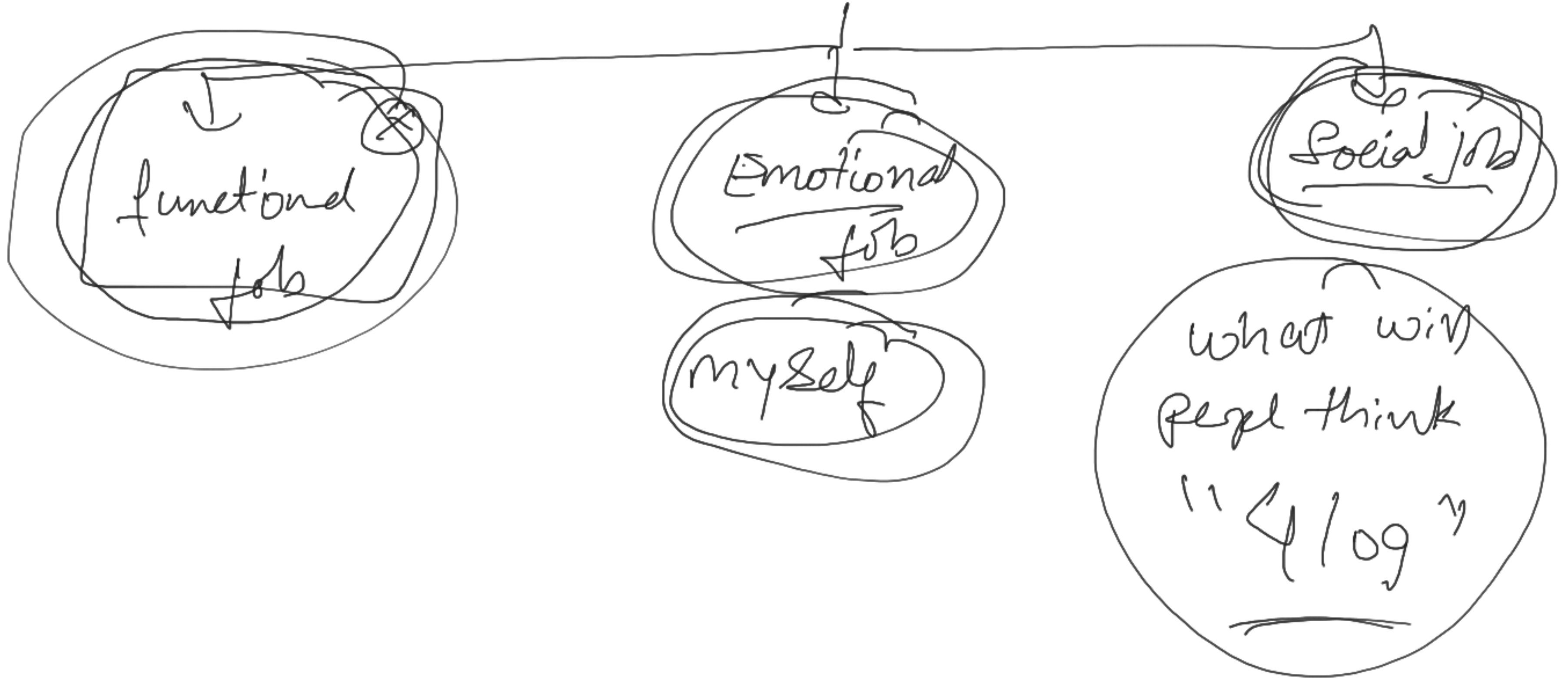


100%





Jobs to be done



Ans

Delhi

A

— (B) —

→ Agra

① Business trip
my boss is paying
as soon as possible

→ Flight → 2100 = ④

② Traveling alone
Short or money

→ Bus

⑤

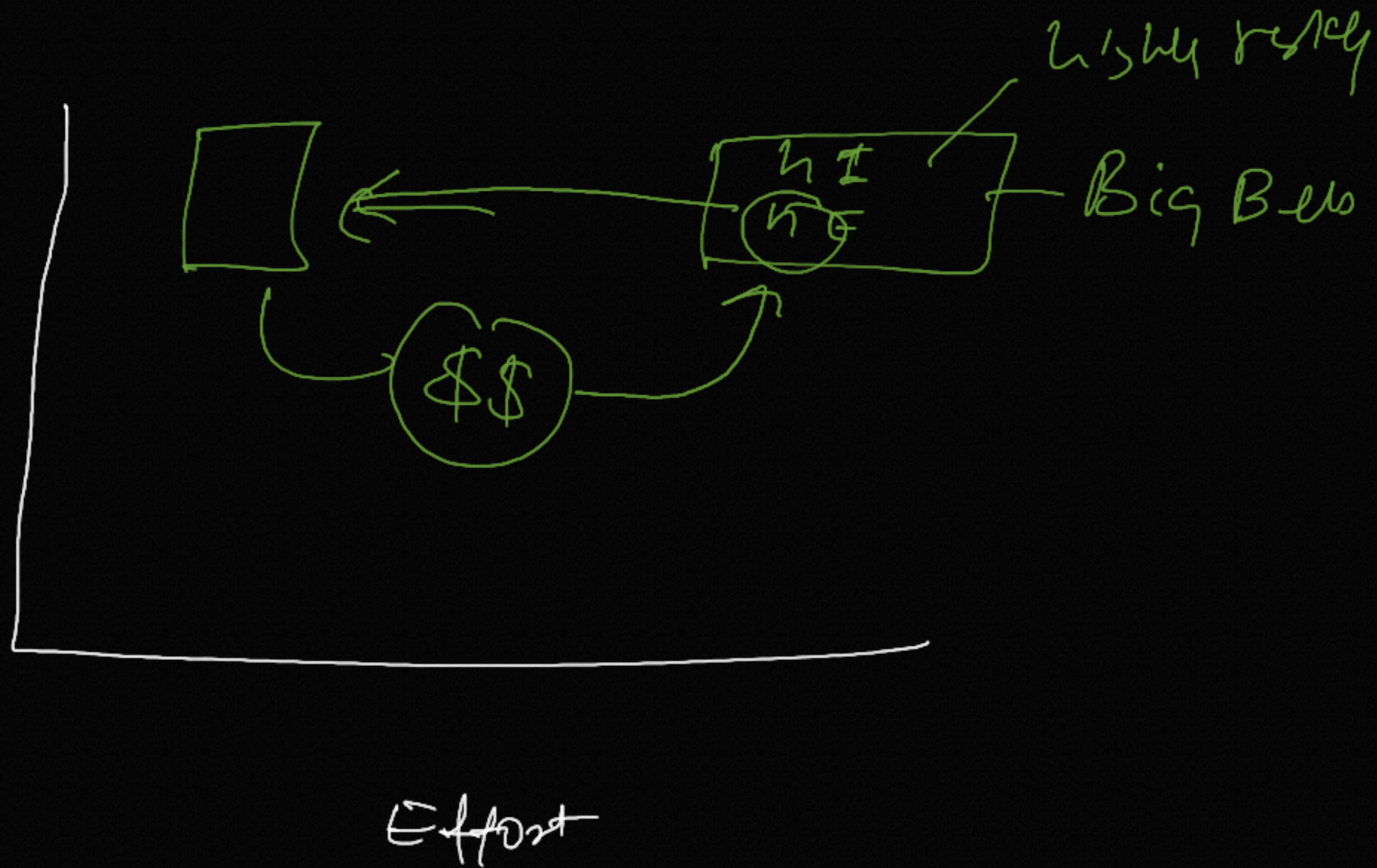
③ family → to air

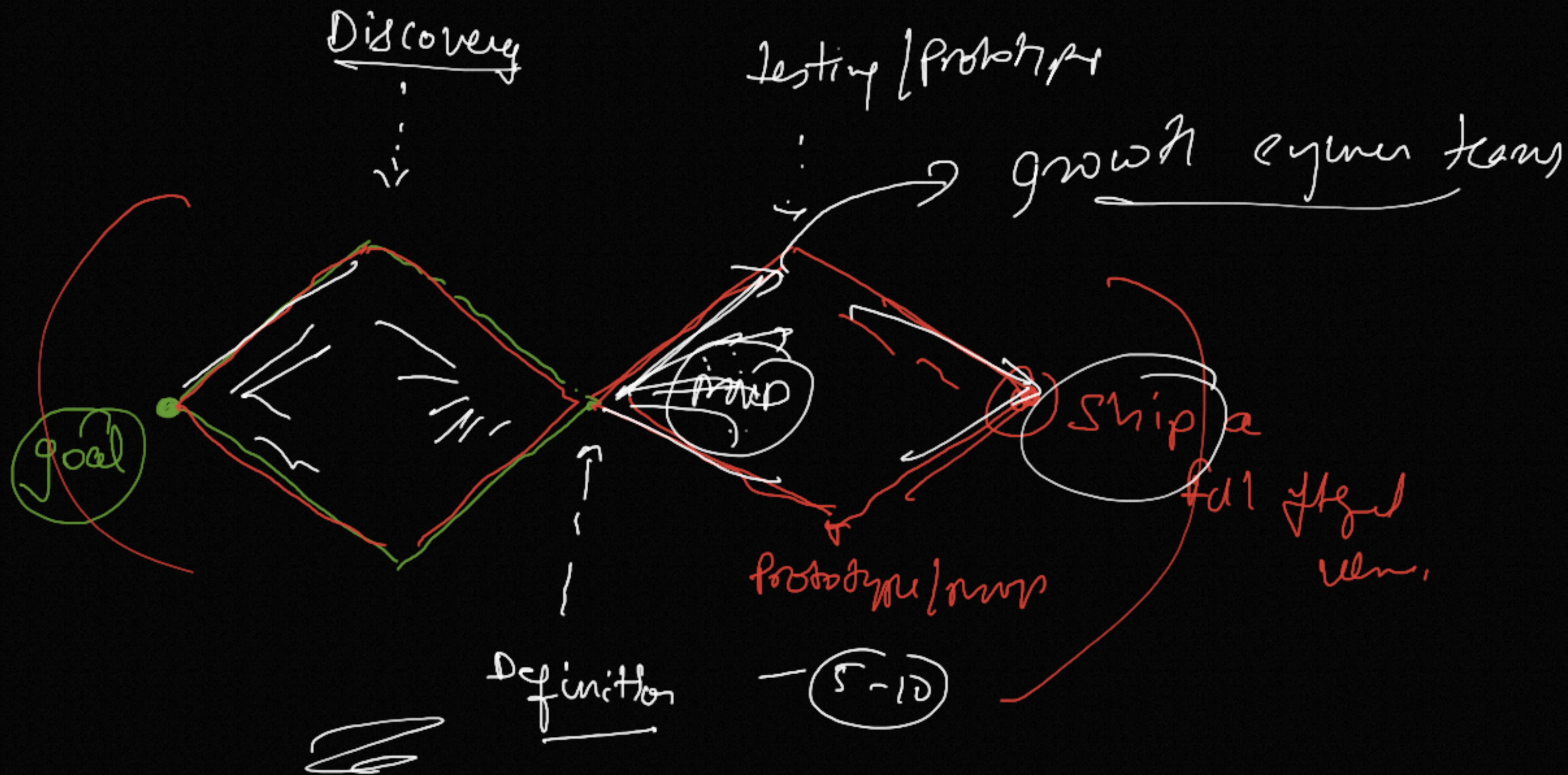
—

✓

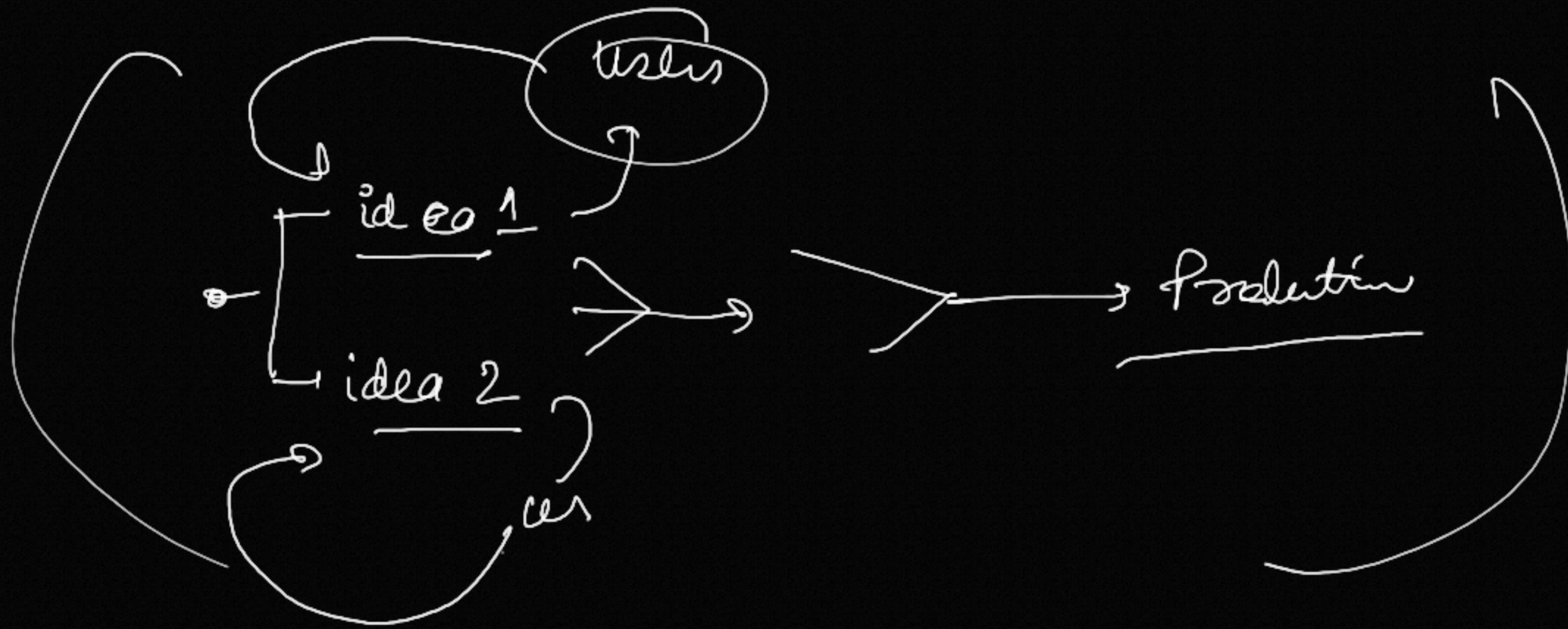
How to implement

Impact





Double Diamond

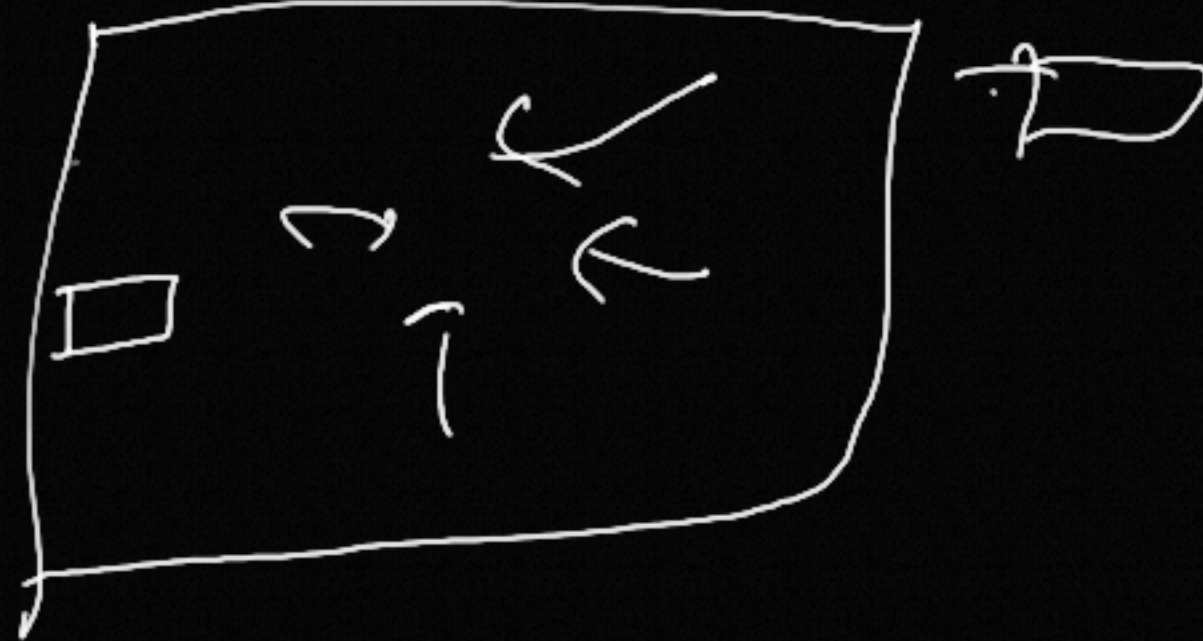


Test your assumptions

① Airbnb

② Dropbox

1-5



Video

Google - Obama - My employer



Barometry

① $h \rho g = \text{pressure}$

② mm
③ tie a
rope

length



✓ drift
low

④ \Rightarrow yes
no