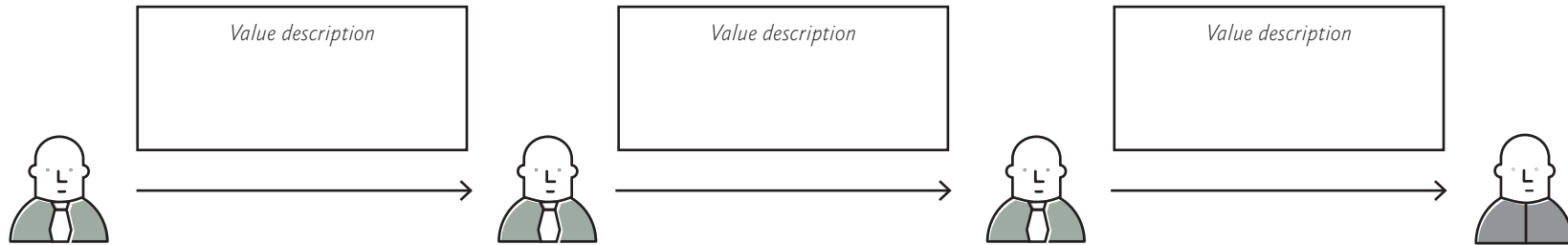


# EXPLORE-METHOD 6: VALUE-PROPOSITION-CHAIN



<i>User facts:</i>
<i>Role within the organisation:</i>
<i>Interests of his/her role:</i>
<i>Personal interests:</i>
<i>Greater motivation:</i>
<i>Self-perception:</i>

<i>User facts:</i>
<i>Role within the organisation:</i>
<i>Interests of his/her role:</i>
<i>Personal interests:</i>
<i>Greater motivation:</i>
<i>Self-perception:</i>

<i>User facts:</i>
<i>Role within the organisation:</i>
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<i>Greater motivation:</i>
<i>Self-perception:</i>