

CLIENT "JOB TO BE DONE" CANVAS

In the Value Proposition Canvas tool we mentioned the "Jobs-To-Be-Done Canvas". Jobs to be Done is a theory of consumer / end-user actions. It describes the mechanisms that cause a consumer to adopt an innovation.

A Job To Be Done can be functional (e.g. "I want a kitchen because I want to be able to cook."), emotional (e.g. "Help me relax.") or social (e.g. "I want to be a good housemate"). The context is another variable when thinking about consumer / end-user actions. In addition, "the desired outcome," which is how you measure the performance of the solution of the Job To Be Done. "The desired outcome from the Job To Be Done of passing time could be the perceived speed of time or how much it can distract my mind," for example.

TOP TIPS

To get the most out of this tool, we recommend reading the following articles before completing the canvas.

- *The Customer-Centered Innovation Map* (HBR, 2008)
- *Turn Customer Input into Innovation* (HBR, 2002)
- *Giving Customers a Fair Hearing* (MIT Sloan, 2008)

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CUSTOMER NAME

CUSTOMER SEGMENT

MAIN QUOTE

THE CUSTOMER

INTERESTS

What are the customer's interests. What motivates him?

PAINS

What are the frustrations, emotions, obstacles... he/she is confronted with?

GAINS

What is defining a "win" for this consumer? What gets him/her motivated?

THE JOB

JOB TO BE DONE

In the customer's words, what is the job they are doing that causes them to pull the product or service into their life?

FUNCTIONAL

What is the functional role of the job?

EMOTIONAL

What is the emotional role of the job?

SITUATION

What, where, when and why did the job occur? What is the context in which the job needs to be solved?

SOCIAL

What is the social role of the job?

THE OUTCOME

DESIRED OUTCOMES

What are the desired outcomes from solving the job?

FUNCTIONAL

What is the functional outcome? How can this be measured?

EMOTIONAL

What is the emotional outcome? How can this be measured?

SOCIAL

What is the social outcome? How can this be measured?