

# 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?*