

Jobs to Be Done: EXAMPLE

"My website sucks."

Situation	Motivation	Outcome	Emotional Job	Social Job
<p>When...</p> <p>Website Sucks</p>	<p><i>I want to...</i></p> <p>Redesign Site</p>	<p><i>So I can...</i></p> <p>Look Better & Convert More Leads</p>	<p><i>Making me feel...</i></p> <p>Proud of my brand and confident</p>	<p><i>Others see I'm...</i></p> <p>Driving the company forward</p>
<p>What is the situation which triggers a need (a job) to be done?</p>	<p>What does the customer want to do?</p>	<p>Why do they want this? What's the desired outcome (functional job)?</p>	<p>What will the emotional state of the customer when this job is complete?</p>	<p>How will the customer look to others when they solve the situation?</p>

Jobs to Be Done: _customer solves problem_

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<i>When...</i>	<i>I want to...</i>	<i>So I can...</i>	<i>Making me feel...</i>	<i>Others see I'm...</i>
<i>What is the situation which triggers a need (a job) to be done?</i>	<i>What does the customer want to do?</i>	<i>Why do they want this? What's the desired outcome (functional job)?</i>	<i>What will the emotional state of the customer when this job is complete?</i>	<i>How will the customer look to others when they solve the situation?</i>