

Action Guide

TEI 333: A framework for Jobs-to-be-Done

Jay Haynes



Application Questions

1. Think of a product you use every day. What job are you hiring it to do?
2. What is the job of a product you're managing? What are the steps a customer has to take to accomplish the job?
3. How speedy and accurate is your product? Is there room for improvement?



Actions to Take

What to Do Now

- Write down the job beneficiaries, job executors, and purchasers for your product. Whom do you see as your customer?
- Identify your market in terms of needs/jobs (rather than products).

What to Do Soon

- Write down the steps your customer takes to solve their problem. Identify variables and actions associated with the job they're trying to accomplish.
- Use Jobs-to-be-Done to help with product roadmapping.