

## Action Guide

### 364: Using Jobs-to-be-Done to avoid 6-figure mistakes

*Aggelos Mouzakis*



## Application Questions

1. What experience do you have with Jobs-to-be-Done?
2. What job do you think your customers are hiring your product to do? How do you know?
3. Who is your power user? Who else would you like to interview in a JTBD interview?



## Actions to Take

### What to Do Now

- Talk to your colleagues and find out if anyone has Jobs-to-be-Done experience.
- Find someone to help you conduct Jobs-to-be-Done interviews.

### What to Do Soon

Conduct Jobs-to-be-Done interviews:

- Define and recruit power users.
- Conduct interviews, knowing ahead of time what you want to learn.
- Analyze the feedback, noting observations and insights.