

Action Guide

Special: Stopping the confusion of Jobs to be Done (JTBD)

Tony Ulwick



Application Questions

1. Which perspective on Jobs to be Done are you most familiar with?
2. Do you think about using Jobs to be Done primarily for demand generation or product innovation?
3. What job are your customers hiring your product to do?



Actions to Take

What to Do Now

- Think about your product in light of the “quarter-inch hole” quote. What other competitors do you have that you might not have considered?
- Use Jobs to be Done for product innovation by studying your customer’s problem, not your solution.

What to Do Soon

- Talk to your customers to identify their job to be done and desired outcomes. Create a job map.
- Use a survey to determine the importance and current satisfaction for each need. Prioritize some needs to focus on meeting.