STRATEGYN

Jobs-To-Be-Done Canvas™

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V1.2

Job Executor e.g. the end user

Core Functional Job-to-be-Done verb + object of verb + contextual clarifier

CONSUMPTION JOBS

Executor	Other	
❑	❑	Acquire/Purchase
❑	❑	Receive
❑	❑	Install
❑	❑	Setup
❑	❑	Learn to use
❑	❑	Use/Interface with
❑	❑	Store
❑	❑	Move
❑	❑	Maintain
❑	❑	Repair
❑	❑	Upgrade
❑	❑	Replace
❑	❑	Dispose

What technology or product assumptions are you making? Or are you considering an altogether new product?

Which of these jobs must be executed to support product consumption? Who is responsible for execution?

1. DEFINE

Plan, Select, Determine

-
-
-

What aspects of getting the job done must the customer define upfront to proceed?

2. LOCATE

Gather, Access, Retrieve

-
-
-

What items must be located – tangible/intangible – to do the job?

3. PREPARE

Setup, Organize, Examine

-
-
-

How must the customer prepare the inputs and the environment to do the job?

4. CONFIRM

Validate, Prioritize, Decide

-
-
-

What must the customer verify before proceeding to ensure success?

5. EXECUTE

Perform, Transact, Administer

-
-
-

What must customers do to execute the job successfully?

6. MONITOR

Verify, Track, Check

-
-
-

What must the customer monitor to ensure the job is successfully executed?

7. MODIFY

Update, Adjust, Maintain

-
-
-

What might the customer need to alter for the job to be completed successfully?

8. CONCLUDE

Store, Finish, Close

-
-
-

What must the customer do to finish the job?

RELATED JOBS

What other functional jobs is the executor trying to get done before, during, and after execution of the core job?

EMOTIONAL JOBS

How do job executors what to feel by getting the job done? How do they want to be perceived by others?

DESIRED OUTCOMES

Overserved
(reduce cost & complexity)

What outcomes do you hypothesize are not important yet highly satisfied? These are opportunities for cost reduction.

What outcomes do you hypothesize are neither important or satisfied? These needs should not be considered.

(do not address / stop addressing)
Irrelevant

(For core and consumptions jobs)

Appropriately Serviced
(maintain status quo)

Outcome = Direction + Metric + Object of Control + Contextual Clarifier

Table Stakes
(must address)

What outcomes do you hypothesize are very important and very satisfied? These must continue to be satisfied.

What outcomes do you hypothesize are very important and not very well satisfied? These are opportunities to add value.

(add value)
Underserved

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Use the canvas in a team workshop as a starting point before going into deeper ODI research.

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