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Jobs To Be Done A Roadmap For Customer Centered Innovation

Eventually, you will
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experience and feat
by spending more
cash. still when? do
you understand that
you require to
acquire those every
needs in the same
way as having
significantly cash?
Why don't you try
to get something
basic in the
beginning? That's
something that will

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more on the subject
of the globe,
experience, some
places,
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Jobs to be Done |
11:FS Explores
Turn Jobs-to-be-
Done Theory Into
Practice What is
Jobs to be Done
Applying Jobs-to-be-

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Done Theory

Understanding the
Job ~~Jobs to Be~~
~~Done~~ – Prof.

~~Clayton Christensen~~

\ "Jobs to Be Done\"

(JTBD) by Tony

Ulwick of Strategyn

at Lean Product

Meetup Practical

Jobs To Be Done: A

Way Of Seeing

Tony Ulwick – Put

Jobs-To-Be-Done

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- not as easy as it
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Jobs-to-Be-Done
vs. Personas How
To Make Money
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Mike Belsito at
Lean Product
Meetup ~~The Jobs to
be Done Growth
Strategy Matrix~~

5 Tips for
Conducting JTBD
Interviews

Jobs to be Done:
from Doubter to
Believer by Sian
Townsend at Front
2016 in Salt Lake
City, Utah Matt

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Hodges on
Marketing the Job
to be Done Ramli
John: How to use
Jobs-To-Be-Done
framework? UXRS
April 2020 Meeting
- JTBD in UX
Research, with Jim
Kalbach Clay
Christensen: The
\"Job\" of a
McDonald's
Milkshake ~~Jobs To~~

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Jobs to Be Done.
The theory of Jobs
to Be Done is a
framework for
better
understanding
customer behavior.
While conventional
marketing focuses
on market
demographics or
product attributes,
Jobs Theory goes

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beyond superficial categories to expose the functional, social, and emotional dimensions that explain why customers make the choices they do. People don't simply buy products or services; they pull them into their lives to make progress.

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~~Jobs To Be Done –
Christensen
Institute :~~

~~Christensen ...~~

Jobs-to-be-Done: A
Framework for
Customer Needs.

Jobs Theory
provides a
framework for
categorizing,
defining, capturing
and organizing the

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inputs that are
required to make
innovation.... Tony
Ulwick. Jan 5,
2017. The 2 Jobs-
to-be-Done
Interpretations —
and Why It Matters.

~~JTBD + Outcome-
Driven Innovation~~
The jobs-to-be-
done framework is
an approach to

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developing products based on understanding both the customer ' s specific goal, or “ job, ” and the thought processes that would lead that customer to “ hire ” a product to complete the job.

~~Jobs To Be Done
Framework~~ †

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~~Be Done A~~
~~Definition and~~
~~Overview~~

Roadmap For
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Unpacking the raw
Jobs-to-be-Done
interviews into an
insight and high-
level concept of
what we might
build. Shaping that
concept into a story
that we could
socialize inside
Autobooks and
pressure-test with

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our payments and
accounting subject
matter experts.
Developing and
iterating on the
concept. Shipping
the new feature.

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It's more than just
Milkshakes. Get the~~



Jobs to Be Done
gives you a clear-

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cut framework for
thinking about your
business, outlines a
roadmap for
discovering new
markets, new
products and
services, and helps
you generate
creative
opportunities to
innovate your way
to success.

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Customer~~

Jobs-to-be-Done
Theory proposes
that in order to
understand
customer needs in a
way that makes
innovation
predictable,
companies should
stop focusing on the

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product or the customer and instead focus on the underlying process or “job” the customer is trying to get done.

~~What is Jobs to be Done — JTBD Training, Conference ...~~
Jobs-to-be-done theory tells us that

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the more jobs a product can help a customer get done, the more valuable that product is as a product platform in that space. The swiss army knife, for example, helps customers get dozens of jobs done, and the smartphone helps customers get

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thousands of jobs
done. Design a
business around a
job-to-be-done.

~~Jobs to be Done
Theory &
Methodology—
JTBD Theory—
Strategyn~~

The theory of jobs
to be done was
developed in part as
a complement to the

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theory of disruptive
innovation—which at
its core is about
competitive
responses to
innovation: It
explains and
predicts...

~~Know Your
Customers' "Jobs
to Be Done"~~

Definition: Jobs-to-
be-done (JTBD) is

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a framework based on the idea that whenever users “hire” (i.e., use) a product, they do it for a specific “job” (i.e., to achieve a particular outcome). The set of “jobs” for the product amounts to a comprehensive list of user needs.

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~~Personas vs. Jobs-
to-Be-Done—
Nielsen Norman
Group~~

The keystone of the Jobs To Be Done (JTBD) philosophy is the customer interview. When you 're able to work with a customer to relive that moment of struggle, it 's amazing what we

Download
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can learn about the
events and forces
that progress
customers towards
and away from our
product.

~~A Script To
Kickstart Your Jobs
To Be Done
Interviews~~

Although these jobs
are work-from-
home, you may

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have to live in a certain state to do them. And while certain jobs are currently remote due to stay-at-home restrictions, they may require workers to return to the office when it's safe. So be sure to check the fine print before applying. 12.

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~~19 Work From
Home Jobs That
Are Currently
Hiring~~

A Job to be Done defined. Jobs to be Done is a theory of consumer action. It describes the mechanisms that cause a consumer to adopt an

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Be Done. The theory states that markets grow, evolve, and renew whenever customers have a Job to be Done, and then buy a product to complete it (get the Job Done). This makes a Job to be Done a process: it starts, it runs, and it ends.

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~~What is Jobs to be
Done (JTBD)?~~

~~Upgrade your user,
not ...~~

Christensen ' s
approach has
become known as
the Jobs-to-Be-
Done (JTBD)
theory. As its name
suggests, the
concept is based on
the notion that

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people buy products and services to “ get a job done.” By understanding what that “job” is, businesses can create solutions that will win the marketplace.

Defining markets

~~Winning the
Innovation Game
With Jobs to Be~~

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~~Done Theory ...~~

The popularity of
Jobs to be Done has
exploded in recent
years. This has
been both good and
bad. Alan Klement.

Jan 15, 2018. 5

Mistakes to Avoid
When First

Learning Jobs to be
Done. 5 Mistakes to
Avoid When First
Learning Jobs to be

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Be Done. Common
mistakes to avoid
and some
takeaways to
remember.

Innovation
~~Jobs to be Done~~
The Job To Be
Done (JTBD) is a
framework for
viewing your
products and
solutions in terms
of the jobs

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customers are
trying to get done.
In other words, the
JTBD is the reason
why your
customers hire your
product or service.
It is a starting point
for innovation and a
critical element
when devising
strategy.

~~What is the Job To~~

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~~Be Done? | Lean
Methods Group~~
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Related jobs to be done, which customers want to accomplish in conjunction with the main jobs to be done. Then, within each of these two types of JTBDs, there are:

Functional job aspects — the

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practical and
objective customer
requirements.
Emotional job
aspects — the
subjective customer
requirements
related to feelings
and perception.

~~8 things to use in
“Jobs To Be Done”
framework for
product ...~~

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In his groundbreaking
Roadmap For
Jobs-to-be-Done
Customer
Harvard Business
Review article, The
Customer-Centered
Innovation
Map,
Strategyn Founder
Tony Ulwick

introduces a jobs-to-
be-done framework
that turns the
fundamentals of
jobs-to-be-done

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thinking into an
innovation practice.

Strategy &
Innovation

Consulting Firm

Jobs to be Done ...

in his Innovator's
Solution and called
"jobs to be done" or
"outcomes that
customers are
seeking". Instead of
assuming what their

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customers want or
need, typically
product developers
determine the voice
of the customer
(VOC). ODI takes
VOC a step further
by focusing on jobs-
to-be-done rather
than product
improvements.

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