TRADITIONAL MARKET DEFINITIONWhat is the product/service/idea you seek to innovate?



JOB EXECUTOR

a group of people

JOB-TO-BE-DONE

the job they are trying to get done

Jobs-to-be-Done

MARKET DEFINITION CANVAS

The purpose of this canvas is to help an organization define a market it is serving, or has chosen to serve, through a jobs-to-be-done lens. It is designed for use in B2C and B2B markets as part of Strategyn's Outcome-Driven Innovation® process.



