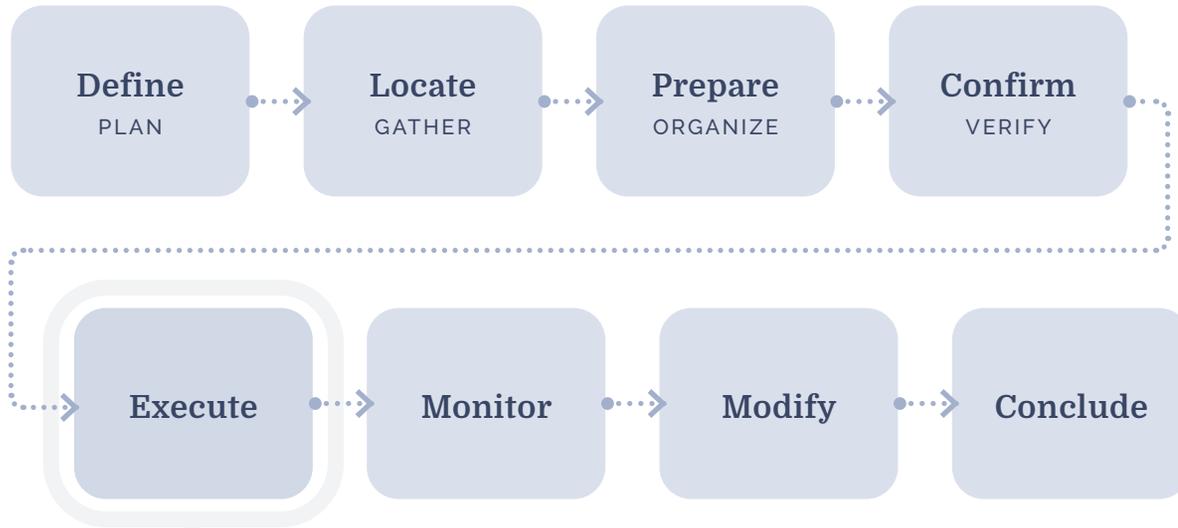


The Job Map aids in market analysis

A **Job Map** details, step by step, what the customer is trying to get done. It analyzes the job in problem space. **The universal job map** (below) provides a framework for creating a customized job map for any market.



Job steps are defined like a job statement

The job (or process) steps have a distinct structure and format. They always begins with a **verb** and are followed by the **object** of the verb and (optionally) a **contextual clarifier**.

Determine what content to consume in the moment



Job Map Creation

INSTRUCTIONS

- Define the job steps for the core functional job.
- The job steps specify what the customer is **ultimately trying** to accomplish.
- Confirm that the job steps are relevant to anyone doing the job.
- Define the steps in the optimal order for execution. Follow the universal map.
- Do not add unnecessary words in the job step statement. No outcomes, adjectives.
- Confirm the job steps are defined as a process.
- Confirm the job steps are solution agnostic.

Interviewing Questions

CREATING THE JOB MAP

- Ask yourself, "what is the first thing the job executor is trying to accomplish?"
- "What is the job executor trying to accomplish next?"
- Aim to create one step per each of the eight universal job steps: *define, locate, prepare, confirm, execute, monitor, modify, conclude*.
- Remember:** we are not stating what they are doing, we are saying what they are trying to accomplish. Think checkpoints along the way in getting the job done.

Job Map Worksheet



JOB EXECUTOR

CORE FUNCTIONAL JOB-TO-BE-DONE

1. Define

Plan > Select > Determine

2. Locate

Gather > Access > Retrieve

3. Prepare

Setup > Organize > Examine

4. Confirm

Validate > Prioritize > Decide

5. Executive

Perform > Transact > Administer

6. Monitor

Verify > Track > Check

7. Modify

Update > Adjust > Maintain)

8. Conclude

Store > Finish > Close