STRATEGYN

Jobs-to-be-Done Canvas™
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v 1.0

Job Executor	e.g., the end user	Core Functional Job-to-be-Done	Verb + Object of the verb + Contextual clarifier

CONSUMPTION JOBS

Executor	Other	
☐	☐	Acquire/Purchase
☐	☐	Receive
☐	☐	Install
☐	☐	Setup
☐	☐	Learn
☐	☐	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?
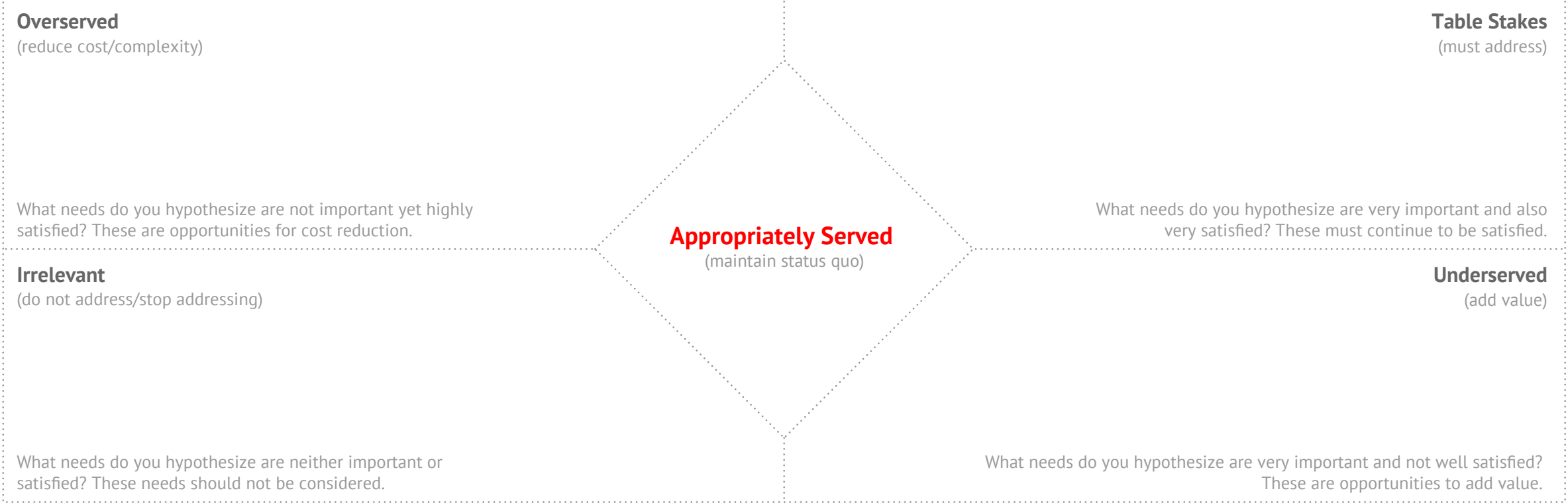
1 DEFINE — Job Steps
Plan, Select, Determine
-
-
-

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

2 LOCATE — Job Steps
Gather, Access, Retrieve
-
-
-

What inputs or items must be located - tangible/intangible - to do the job?

3 PREPARE — Job Steps
Setup, Organize, Examine
-
-
-

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

4 CONFIRM — Job Steps
Validate, Prioritize, Decide
-
-
-

What must the customer verify before proceeding to ensure success?

5 EXECUTE — Job Steps
Perform, Transact, Administer
-
-
-

What must customers do to execute the job successfully?

6 MONITOR — Job Steps
Verify, Track, Check
-
-
-

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

7 MODIFY — Job Steps
Update, Adjust, Maintain
-
-
-

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

8 CONCLUDE — Job Steps
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, or after executing the core job?

EMOTIONAL JOBS

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

DESIRED OUTCOMES (for core and consumption jobs)
Outcome = Direction + Metric + Object of Control + Contextual Clarifier

Overserved
(reduce cost/complexity)

Table Stakes
(must address)

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

Appropriately Served
(maintain status quo)

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

Irrelevant
(do not address/stop addressing)

Underserved
(add value)

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

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

DEVELOPED BY: Tony Ulwick and Mike Boysen of Strategyn, LLC
More information can be found at the following websites: jobs-to-be-done.com and strategyn.com