

Given *Job-to-be-Done*

When *Job Step*

Then *Job Executor*

Want to *Unmet desired outcome*

Concept Name



Other Desired Outcomes Addressed

Which other unmet outcomes will this concept address?



Concept Description

What is the concept? What platform is assumed? What solution pathway?



Concept Specifics

What specific features of the concept will address the desired outcome?



What is the projected time / likelihood value of the performance metric?

Evaluation

Using a scale of 1 – 5, where 5 is high, to what degree does the concept:

Improve the level of customer satisfaction?

Add to the cost of the product / service?

Require a significant development effort?

Pose a significant risk of technical failure

Concept Score



Divide the satisfaction rating by the cost, effort, and risk ratings to calculate score.