

JOB DESCRIPTION^{v.04}

WHAT PROGRESS, STRUGGLE AND CIRCUMSTANCE IS THE CUSTOMER HIRING YOU FOR?

WHAT JOB?

DESCRIBE THE CUSTOMERS PROGRESS AND STRUGGLE

CIRCUMSTANCE

IDENTIFY THE SITUATION

FUNCTIONAL GOAL

WHAT AM I TRYING TO ACHIEVE?

MOTIVATIONAL GOAL

WHAT MOTIVATES ME?

SOCIAL GOAL

WHAT DO I WANT TO ACHIEVE IN THE INTERACTION WITH OTHERS?

PRIORITY

PRIORITY

PRIORITY

SOURCE, The canvas comprises the thoughts on customer-jobs-to-be-done presented through a series of articles:

- Competing against luck, Clayton M. Christensen, Taddy Hall, Karen Dillon, David S. Duncan, <http://www.competingagainstluck.com>
- Know Your Customers' "Jobs to Be Done», Clayton M. Christensen, Taddy Hall, Karen Dillon, David S. Duncan, <https://hbr.org/2016/09/know-your-customers-jobs-to-be-done>
- Clayton Christensen: "Where does Growth come from?" | Talks at Google, https://www.youtube.com/watch?v=rHdS_4GsKmg
- Finding the Right Job For Your Product, Clayton M. Christensen, Scott D. Anthony, Gerald Berstell and Denise Nitterhouse, <http://sloanreview.mit.edu/article/finding-the-right-job-for-your-product/>
- Giving Customers a Fair Hearing, Anthony W. Ulwick and Lance A. Bettencourt, <http://sloanreview.mit.edu/article/giving-customers-a-fair-hearing/>
- Mark Johnson @ the Business Design Summit in Berlin 2013, <http://www.businessdesignsummit.com>
- The Innovator's Secret Weapon, Bill Ding, Jian Sun, <http://bit.ly/1loGyR4>



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