Exploring a Solution: Job(s) to Be Done

Job to be done
- I need to know what kind of TRAFFIC I'm Getting
- I need to validate if the traffic sources are legit.
- I need to Re-optimize my campaign
- I need ~~access~~ to determine attribution

Job to be Done Discovery

AdWords Express was a response a customer base with different needs. But the issue at hand **affects all the AdWords customer Personas.**

A better **analysis unit to conceptualize this solution** is to identify the **"jobs to be done"** by the frustrated customers.

Google

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Job to be Done Discovery

1) They need to clearly **understand** the traffic they are buying.

2) They need to **validate** the legitimacy of the sources.

3) They need to frequently re-**optimize** their campaigns.

4) They need a clear **attribution** model for their clicks

Google