



## DISCOVERY

# 9. Questions to uncover jobs-to-be done

Assume I'm a Product Manager for a **grocery delivery mobile app**. It will be serving the **Toronto GTA region** only. I want to conduct some consumer research to figure out my consumer's jobs-to-be-done.

What personas should I target and then what questions should I be asking them to elicit their job-to-be-done. Take inspiration from the book "Mom Test".