Goals
What progress do consumers want to make?
What are they trying to avoid?

Goal

Category

Travellers and Tourist guides
wants to travel or guide tourists the places in a safe condition

Doctors
know the places where his assistance or need is more

to encamp some nursing assists in different areas

Reporters
have to travel many places in order to collect the news

Constraints
What blocks the consumer from achieving or maintaining their goals?

Constraint

Category

Travellers or tourists

Tourist guides

Reporters

restriction to some areas due to the spread of the diseases or natural disaster

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Catalysts

What triggers the consumer to start looking for something new? What makes them act now?

timeline

to travel many places in a safely manner

To do medical helps at the time of need

As a family member, I want to ensure my family's safety
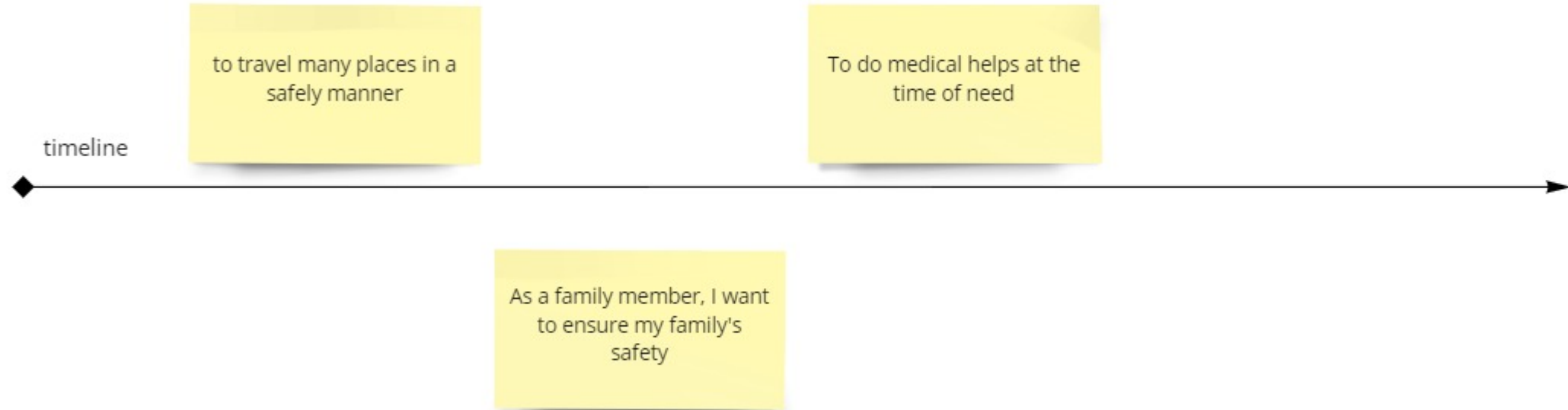
Summary

Tell a story of your ideal customer.
What do they want to change about themselves and their environment? Why today and not before?

Group 1

I did it. I started a new role and finally built a team to drive my initiative.

I noticed that we struggle to collaborate effectively and communication takes over my time. Worst of all, we lack space for creativity.

By being an example and engaging others, I try to champion a new way of working in my teams or organization. This is sometimes difficult as people are hesitant to embrace the change.

Focused more on leadership

Focused more on managing stress

Let's keep this one

Job to be Done
Describe in one sentence what progress the consumer seeks in their life.

Help me to

monitor of people's location continuously

ensure we can all work in one place with ease

experience, effect of a solution

so that I can

benefit / progress

inspire everyone to collaborate more often

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Choice Set

What solutions is the consumer using today?

What did they stop using?

What did they consider using?

Hired

A magical application solution

Considered

Design thinking trainings

GPS navigation and monitoring of containment areas

Fired

In-person workshops

Trust
How does the consumer come to trust / mistrust the product?

efficient use and friendly manner

keeps you updated about the containment zone details

Imagined Use
How does the consumer imagine the product would work before trying it out? What functions or mental models are difficult to understand?

notifies when you enter the containment area

complex UI design makes the user difficult to understand

Value for Money
How do they think justify price? What other products or experiences do they compare the expense to?

gives notification when you near any containment zones

helps reporters and doctors to do their work in an efficient manner

Novelty / Familiarity
What sounds novel or familiar?

Collaborating with dozens of people feels new

Stickies feel familiar

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Progress Signals

What signals tell the consumer they are moving closer to or further away from their goals?

Team members start to collaborate more often

Team members start to show progress in work more often

I repeat my priorities less.