

Breathometer was the world's first accurate smartphone breathalyzer. According to its mission statement at the time, the job to be done was to help young adults be more aware (and so safe) when out drinking. Their target market was the 21-year-old who has newly been introduced to alcohol so can learn to control their intake.

Their job to be done was to help young adults understand and so control their alcohol use. I think that this is a valid "job to be done", however, I don't think this was the correct one for them to focus on, and that was likely one of the many factors contributing to their failure. They failed to understand the wider picture, where no real young adult would ever want to use this device because of the social pressure that would be built around it by other young adults in most likely a college-like setting. I believe they were targeting the wrong market completely, as their product could have merit - but certainly not in the demographic they mentioned they were targeting.

Given that they have a technology to work around and cannot completely pivot their idea, a better job to be done for Breathometer would be to provide a portable, cost-effective and low-maintenance breathalyzer alternative to current breathalyzer users - such as law enforcement. This is a target audience that has already proven to need such a device, and providing one that is objectively better in almost all aspects such as cost (only \$49), portability (2.5x1x0.5 inches) and usability (only need a smartphone) would almost guarantee success as long as the device promised is delivered.

Therefore, I think that Breathometer if it was delivered as pitched would need to rethink its true audience and job to be done to best utilize the merit of the device, and only then would it have been successful.