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Homework : Job to be done

1. Job Statements

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| --- | --- | --- |
| VERB | OBJECT OF CONTROL | CONTEXT |
| Park | a car | in a parking lot without longtime looking |

1. Desired Outcomes

|  |  |  |
| --- | --- | --- |
| Desired Outcomes: Park a car in a parking lot without longtime looking | | |
| Functional Job:  Minimize the distance between the target of business and the parking lot in a mall. | Emotional Job:  Minimize the time it takes to discover space in a parking lot. | Social job:  Maximize the customer payment based on additional fee from the good parking lot. |