

Focus on 'Jobs to be Done', Not Your Product



**Coffee isn't a hot
beverage; it is a way to
fuel your day.**



Netflix isn't a streaming site but a way to unwind after a long day.



Too often we think in terms of what our product is, the category it falls in to.

Yet, end of the day it is what your customer is trying to achieve, their Jobs to be Done (JTBD).

Charles Revson, the founder of Revlon, puts this perfectly:

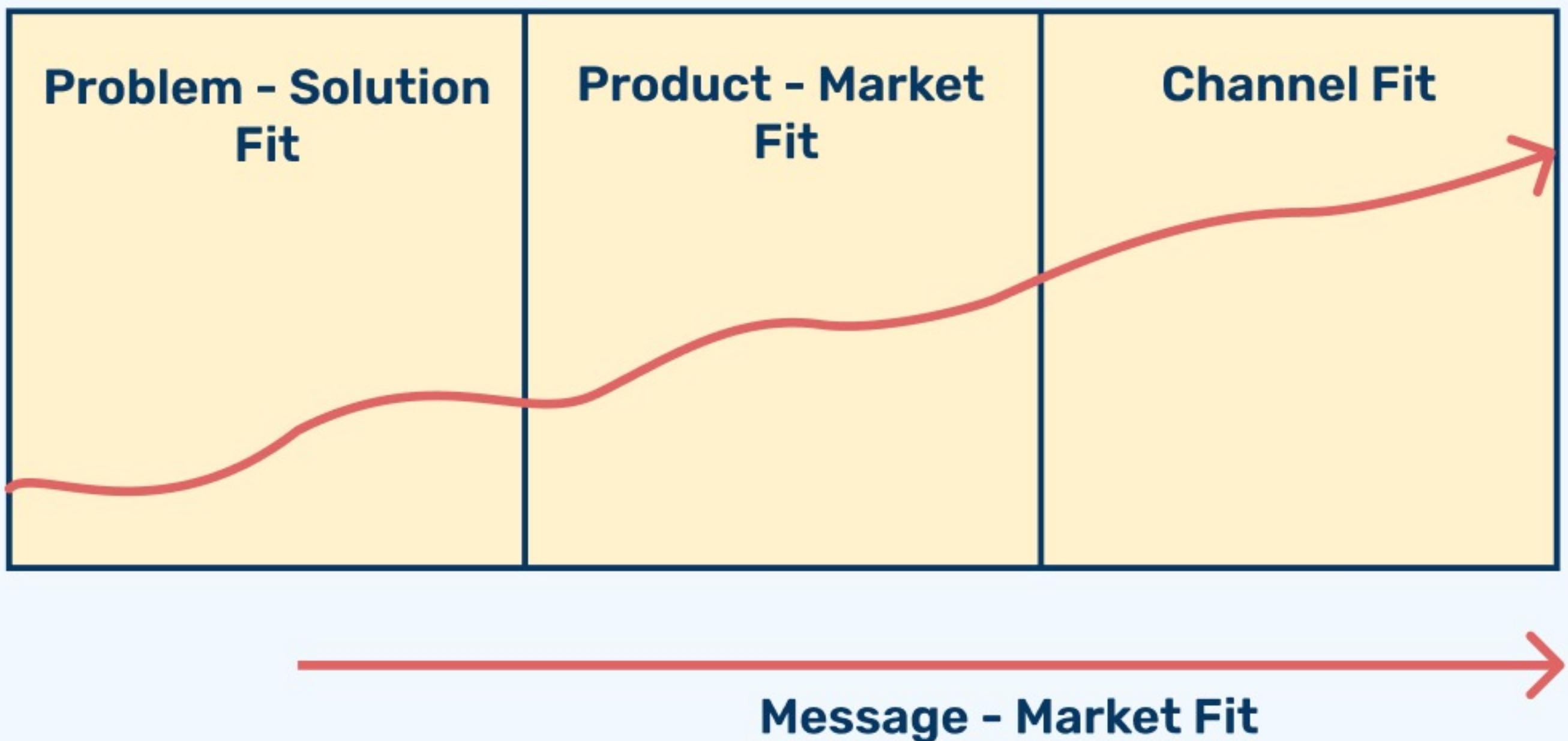
“In the factory, we make cosmetics. In the drugstore, we sell hope.”

The power of JTBD

JTBD not only help you understand how to communicate but also show you:

- What matters to customers
- What they are comparing your product with
 - How to solve the underlying pain

JTBD helps you truly understand the problem you are solving for and thus begins that journey to PMF:



Most people think about
the 2nd stage (PMF)
rather than focusing on
the problem-solution.

**How to turn this
around**



Start by looking at your reviews, what are customer's talking about (or interviewing them).

**Take a client of mine,
Douggo's, who create
Blue Light Glasses.**



People don't wake up in the middle of the night thinking "Must Block Blue Light".
Instead:



24 Jul 2022

What a difference!

What a difference a simple pair of glasses can make! As a barber I'm extremely social at work, so, in my downtime I have a habit of watching TV till the early hours of the morning and wake up with severe lack of sleep. Having these on throughout the evening have got rid of the headaches and getting me a full rest ready for the next day. 10/10 service from Dougos, from the looks, packaging, customer service and quality of product. Cheers guys!

Another example:



21 Jul 2022

I work night shifts

I work a lot of night shifts and getting sleep on the weekend or weeks that I change over can be tricky.

Since wearing my Dougo's "Dusk" Blue Light Blockers I have noticed a considerable difference in the quality of sleep I'm getting and how quickly I actually fall asleep.

And another:



Billy Barlow

1 review

📍 GB



5 Apr 2022

Purchased these to help wind down in...

Purchased these to help wind down in the evenings after stumbling across their instagram page. Only used them for a week but have worked a treat so far 👍

There is no talk of blue light
at all.

**What do you think
the Job To Be Done
is?**



Find out



Potential JTBD:

Feel more energised during the day.

How:

By falling easier asleep by blocking blue light 🧘.

Competitors

If this is the JTBD, then the competitors are no longer just blue light glasses but:

- Coffee
- Sleeping pills
- Meditating
- Weighted blankets
etc.

This allows Dougo's to understand and target a far wider target audience:

Who you can focus on when you only think in terms of what your product



Who you can focus on when you understand the Job to Be Done

Taking it a step further

Reviews are a great starting point but interviews are the best way to dive deeper.

It is best to ask customers who love your product/service, but are new enough to remember the switching moment, the moment they first tried your brand.

JBTD Question Examples

1. What other solutions did you try before deciding on [xyz]?
2. What did, and didn't you like about other solutions you had tried?
3. What led you to try out [xyz]?
4. How did you go about finding a new solution?

The full list of 12 questions to ask in a JTBD interview will be in my free newsletter this week:

growthwaves.beehiiv.com

Narrow it down to a JTBD Statement

When _____ *situation* _____ ,

I want to _____ *motivation* _____ ,

so I can _____ *expected outcome* _____ .

It can also be helpful to create a Customer Desire Map

Pains & Fears	<i>What does your customer want to avoid or get away from?</i>
Barriers & Uncertainties	<i>What is preventing or getting in the way of what your customer wants?</i>
Hopes & Dreams	<i>What does your customer want to attain or achieve above all else?</i>

Your customer is trying to get away from their Pains & Fears to move towards their Hopes & Dreams but Barriers & Uncertainties stand in their way.

Share this with your team

If you want to share them in more depth it can also be helpful to:

- Sketch them out in a value proposition canvas this helps you think further about what the pains and gains are of those customers
- Sketch it out as a customer journey map which helps you think about all the different steps and triggers that led them to try your product

Most importantly though:

You want everyone in your company to hear your customers talk about their JTBD. To really understand the problem you are solving and what you are trying to achieve.

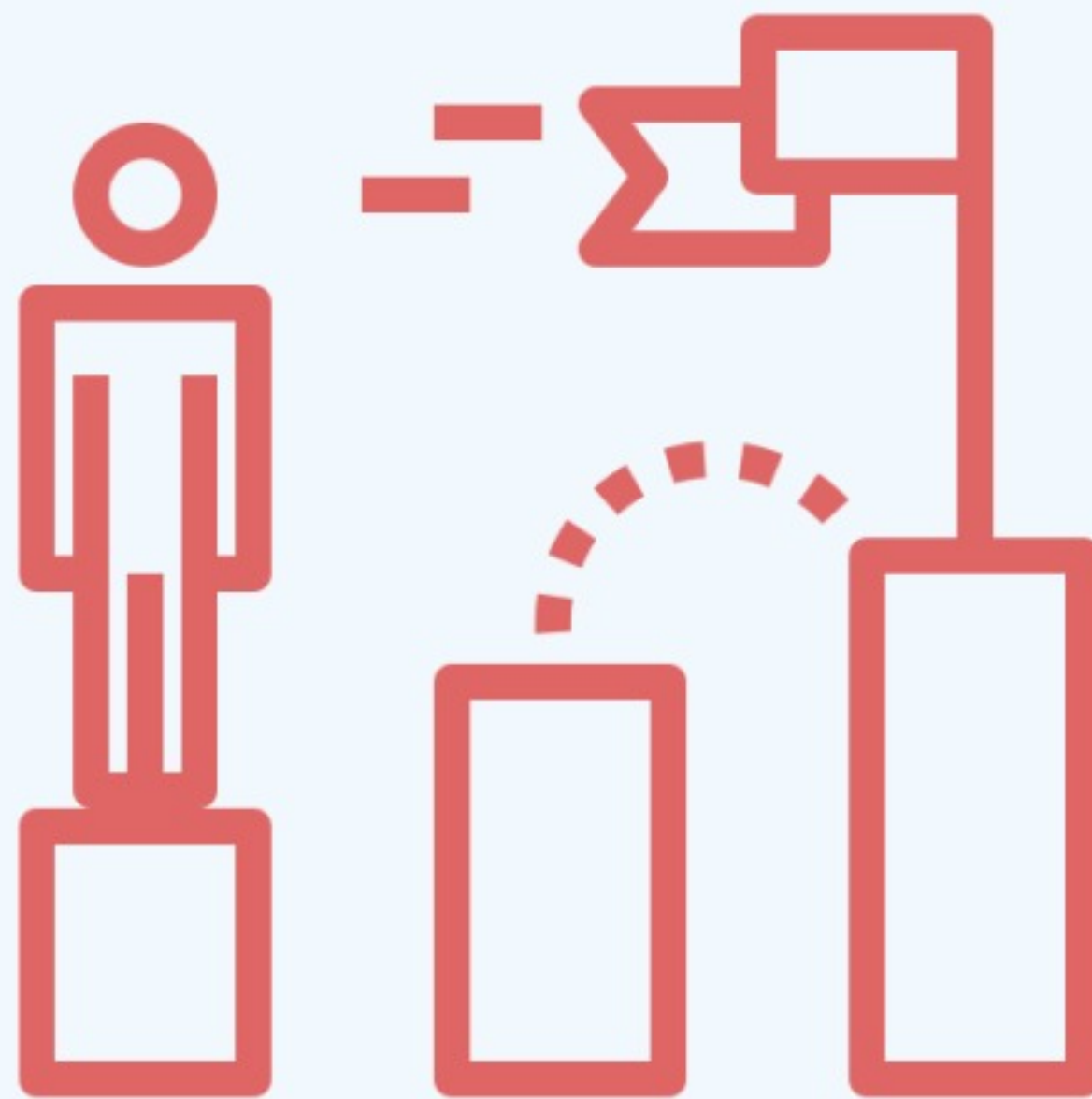
How? Get them involved in interviews or record and share them internally.



Use this to:

- Improve your communication to focus more on JTBD and the benefits they want to feel
- Feed into what to prioritise in your Product Roadmap
- Who to focus on: who struggles with that JTBD (focus on JTBD not shallow demographics)

This is one of the biggest steps you can take in finding PMF.



**Remember your customers
find PMF for you, not you.**

Thank you for reading.



**Sign up to my
newsletter to receive
the full list of JTBD
questions**

growthwaves.beehiiv.com