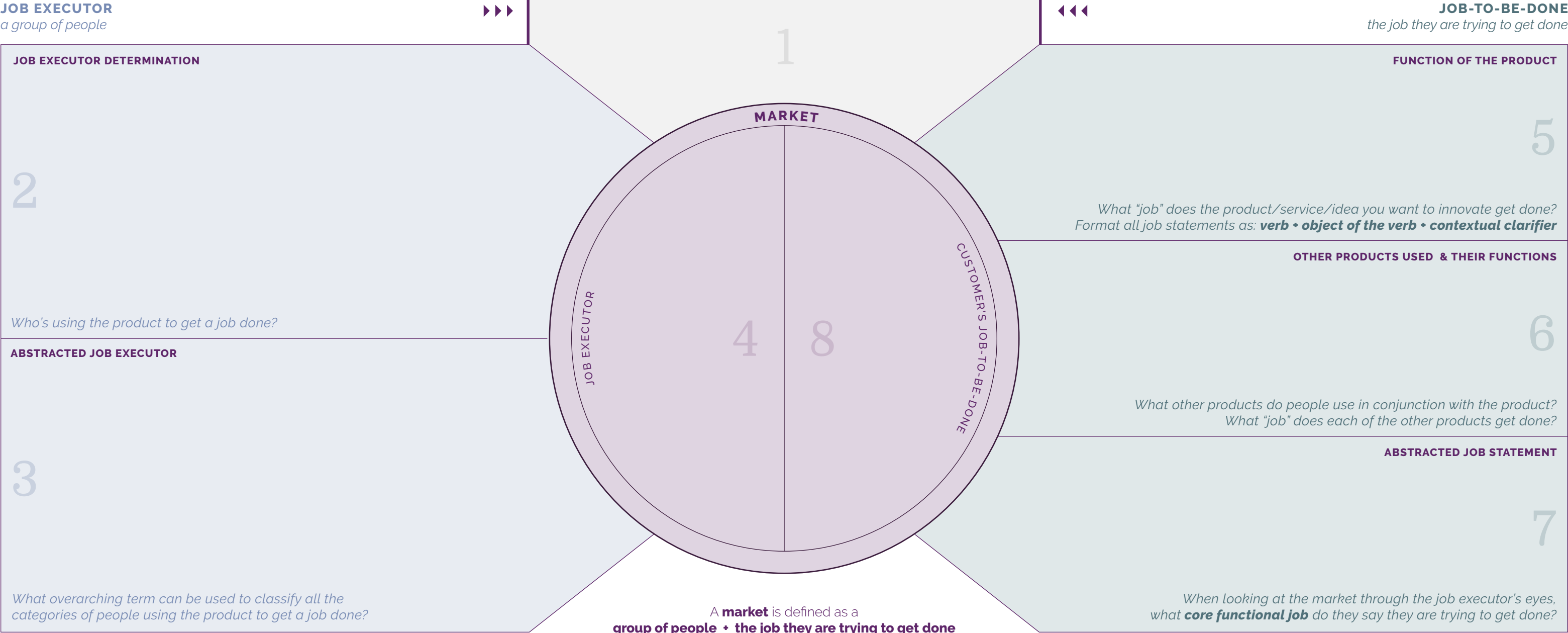


Jobs-to-be-Done  
Market Definition Canvas

The purpose of this canvas is to help an organization define a market it is serving, or has chosen to serve, through a jobs-to-be-done lens.  
It is designed for use in B2C and B2B markets as part of Strategyn's Outcome-Driven Innovation® process.



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The executor's **core functional job-to-be-done** ..... Job **your** product gets done  
Job **other** products gets done

JTBD Market Definition Canvas

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