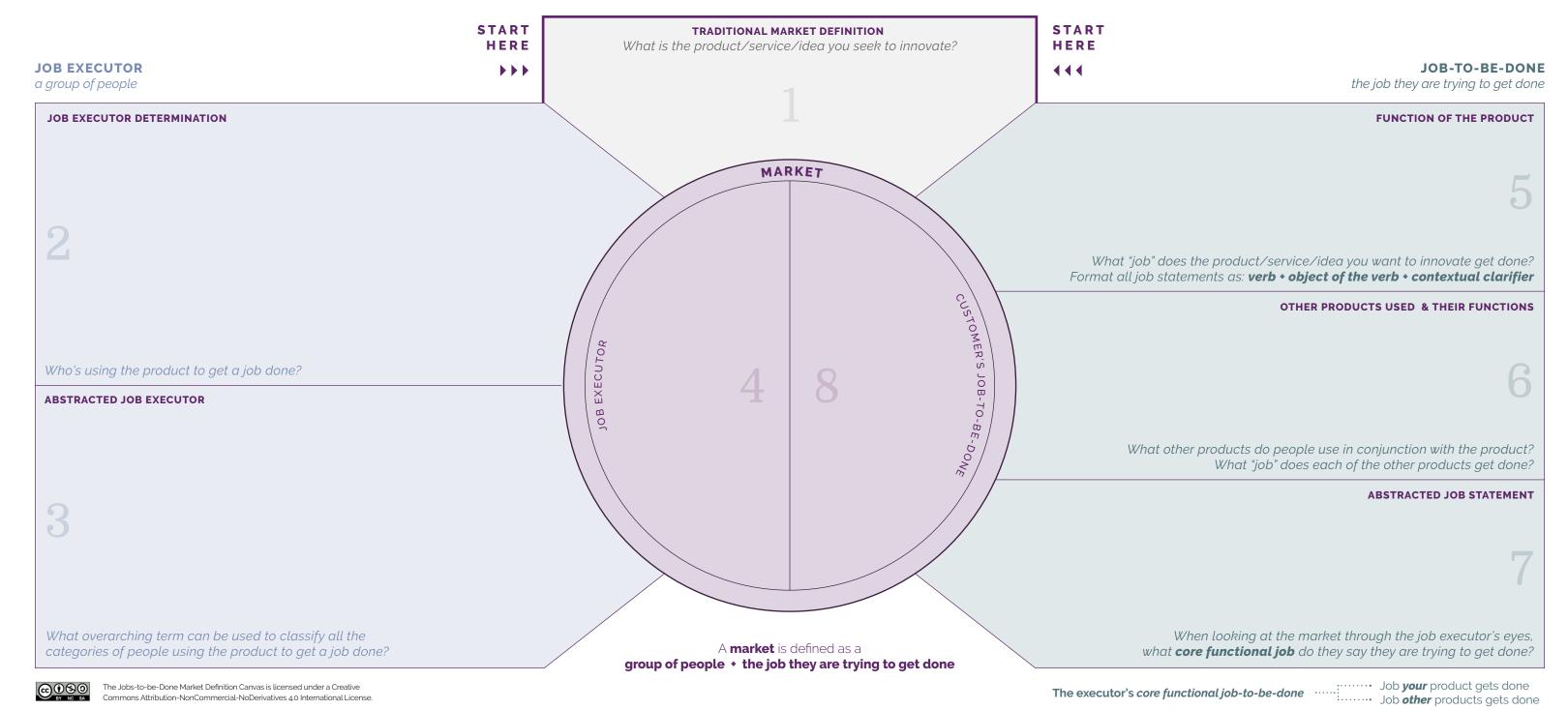
Jobs-to-be-Done Market Definition Canvas

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 <u>Outcome-Driven Innovation®</u> process.





JTBD Market Definition Canvas

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START

HERE

TRADITIONAL MARKET DEFINITION

What is the product/service/idea you seek to innovate?

market is defined as a

FUNCTION OF THE PRODUCT

What "job" does the product/service/idea you want to innovate get done? Format all job statements as: verb + object of the verb + contextual clarifier

OTHER PRODUCTS USED & THEIR FUNCTIONS

What other products do people use in conjunction with the product? What "job" does each of the other products get done?

ABSTRACTED JOB STATEMENT

When looking at the market through the job executor's eyes, what **core functional job** do they say they are trying to get done?

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

JOB EXECUTOR DETERMINATION

Who's using the product to get a job done?

ABSTRACTED JOB EXECUTOR

What overarching term can be used to classify all the categories of people using the product to get a job done

JOB EXECUTOR

the job they a group of people

JOB-TO-**BE-DONE**

are trying to get done