


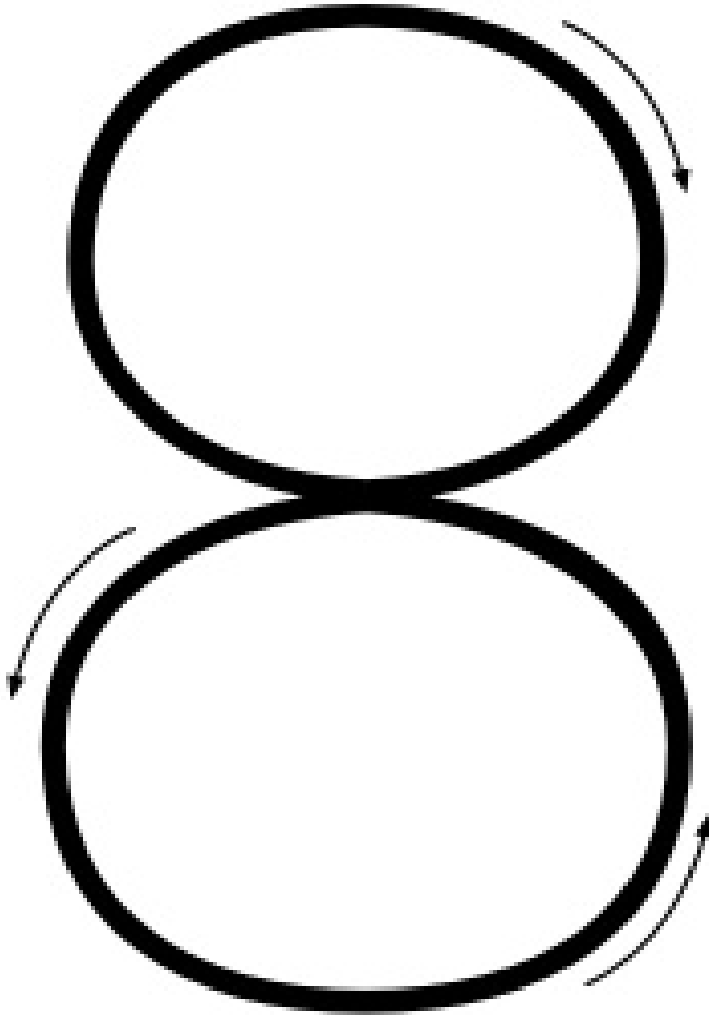
# The Customer Job to be done Canvas

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On: Dia    Mês    Ano

Iteração:

THE JOB			THE CUSTOMER	THE OPPORTUNITIES
<div><b>JOB_TO_BE_DONE</b> In the customer's words - what is the job they are doing that causes them to pull the product or service into their life?</div> <div></div>		<div><b>SITUATION/LIFECYCLE</b> What, where, when and why did the job occur? As a decision journey or as a part of the customer's everyday processes?</div> <div></div>	<div><b>MOTIVATION</b> What motivated the customer to pull the product into their life? The last time they did the job and didn't use the product - what did they use?</div> <div><b>BARRIERS</b> What are the pains in the job the product or service is solving?</div> <div><b>GAINS</b> ROOT CAUSE / AMBITION What is the root cause for the customer doing the job?</div>	<div><b>RESCUE</b> What assets in today's job could be set free and digitized?</div> <div><b>BYPASS</b> What process in today's job could as well be skipped?</div> <div><b>RECONFIGURE</b> INDIVIDUALIZATION What would the customer gain from individual tailoring of the product?</div> <div><b>SUPPORT</b> LONGEVITY What would the customer gain from the company helping with the job every day/ in their everyday processes?</div>
<div><b>#ROLE FUNCTIONAL</b> What is the functional role of the job?</div>	<div><b>#ROLE EMOTIONAL</b> What is the emotional role of the job?</div>	<div><b>#ROLE SOCIAL</b> What is the social role of the job?</div>		