

Product Name

One sentence explaining the JTBD

Exposition

The dry facts of the situation. Briefly explain the who, what, when and where, but not the why. The goal is to make sure everyone knows the context of the customer's struggle.

Observation

The goal of the Observation stage is to identify two things:

- The pre-existing behaviors customers do now and have done in the past.
- The purchases which customers make and have made in the past.

Situational Analysis

The customer's struggle is what the Situational Analysis is all about. This is where they need to make a decision about making a purchase or not.

Begin the Situational Analysis by explaining the challenges customers' are facing and what is pulling and pushing them to and from different solutions. Then, describe their anxieties and motivations.

Additional Situations (motivations and anxieties)

Place here other situations, motivations and anxieties which customers

Job To Be Done

The Job To Be Done is not a solution, but a way of thinking about what the solution should accomplish. It's not a shot in the dark hypothesis, but rather the result of deep thinking and a coalescing of research.

A good Job To Be Done will:

- Begin with the context the customer is in. (Exposition)
- Apply the observations of per-existing human behaviors.(Observation)
- Reduce, or eliminate, the customer's anxieties and resolve their motivations. (Situational Analysis)

This template is from the article: Filling In Lean's Gaps