

**W1**

**HUMAN PERSPECTIVE**

**Jobs To Be Done (JTBD)**

AALTO UWAS 2020

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**TODAY**

**15.15 - 15.30** Jobs To Be Done theory

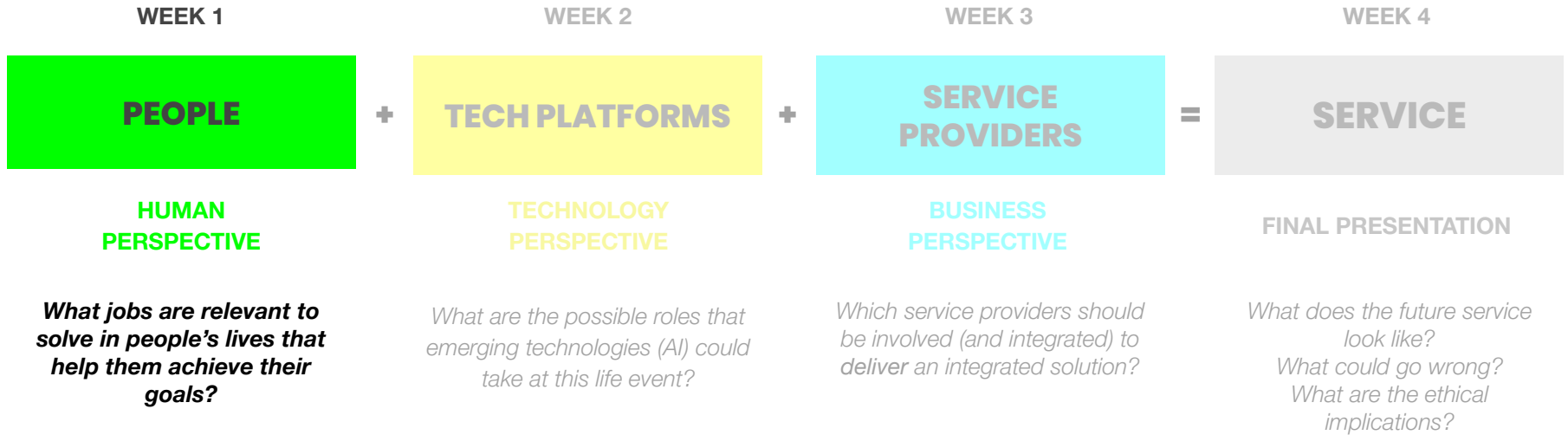
**15.30 - 16.00** JTBD Exercise (part 1)

*Break*

**16.15 - 16.45** JTBD Exercise (part 2)

**16.45 - 17.45** Analysis of examples

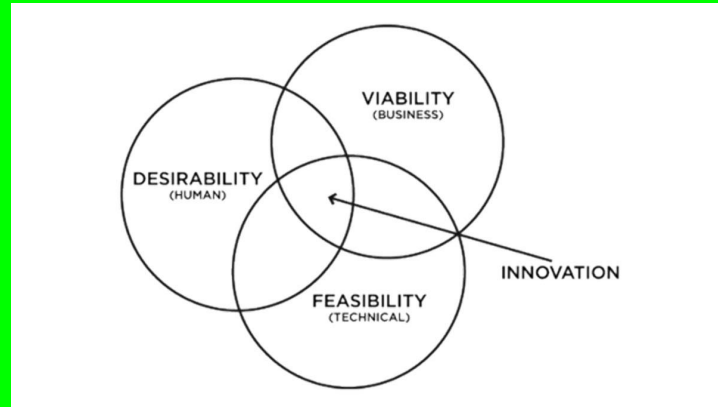
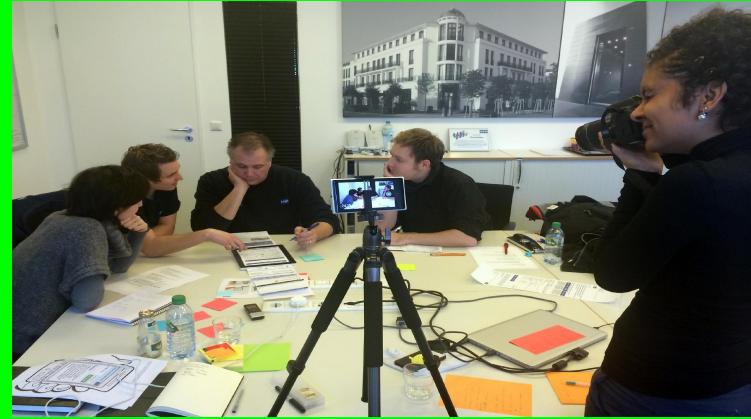
**17.45 - 18.00** Next week activities



## HUMAN PERSPECTIVE: PEOPLE

We start with people

We aim to uncover their behaviours and motivations in the context of their life (not their needs in relation to a specific service or product)



IDEO Diagram of design thinking



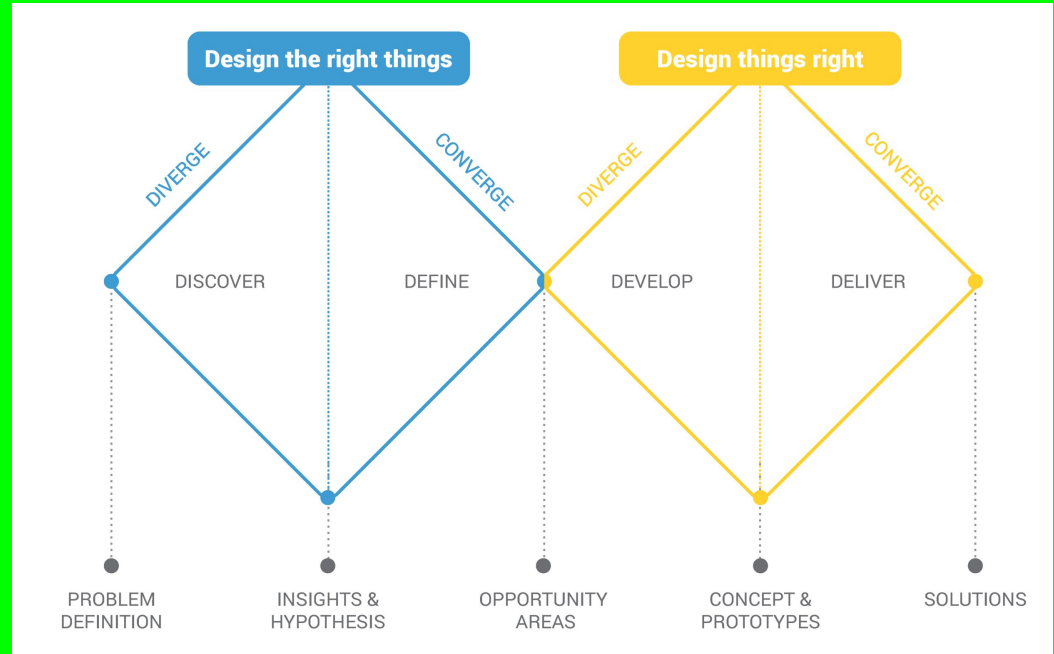
## HUMAN PERSPECTIVE: PEOPLE

We start with people

We aim to uncover their behaviours and motivations in the context of their life (not their needs in relation to a specific service or product)

Before any solutions are defined, the problem space needs to be defined *'What is relevant to solve?'*

User-centred design and Design thinking are the foundations for this approach



# Jobs To Be Done (JTBD)



Source: <http://innovatorstoolkit.com/content/technique-1-jobs-be-done>

# Job to be done theory

**People don't care about products or services, they only care about their own problems.**

***What job causes you to hire a [product or service]?***

Its core belief is that we hire products or services to do things for us (the jobs) – we hire services to solve those for us.

**A job is understanding the progress a customer is trying to make in particular circumstances**

People do not just buy a product or service they “hire” them to make progress.

**A job to be done is solution agnostic, it does not show what the solution is**

It's the higher purpose for which customers buy products, services, and solutions. It helps to define the essence of what a service should do.

**It explains a new paradigm of value creation**

A shift from value exchange to value in use, which delivers outcomes for the customer (Service dominant logic).

Source: <http://customerthink.com/a-framework-for-jobs-to-be-done-interviews/>



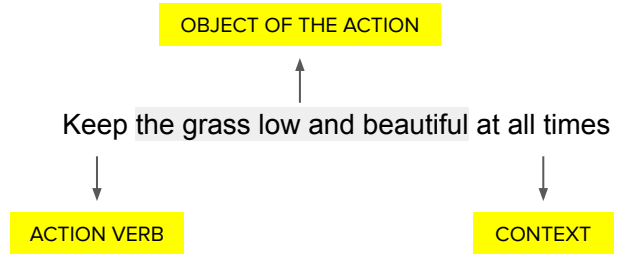
# Job to be done: examples

**Job to be Done** is a task that people are trying to accomplish, a goal or objective they are trying to achieve, or a problem they are trying to resolve. It's the higher purpose for which customers buy products, services, and solutions.

**Incorrect example: *Create a Spotify playlist***

- Not focused on the goal (creating a playlist is the solution hired for a job, not the job itself)
- It already defines the solution (Spotify)
- Correct Job: *“create a appropriate mood for a particular situation (like focused work, hanging out with friends, workout...)”*

Source: <http://innovatorstoolkit.com/content/technique-1-jobs-be-done>



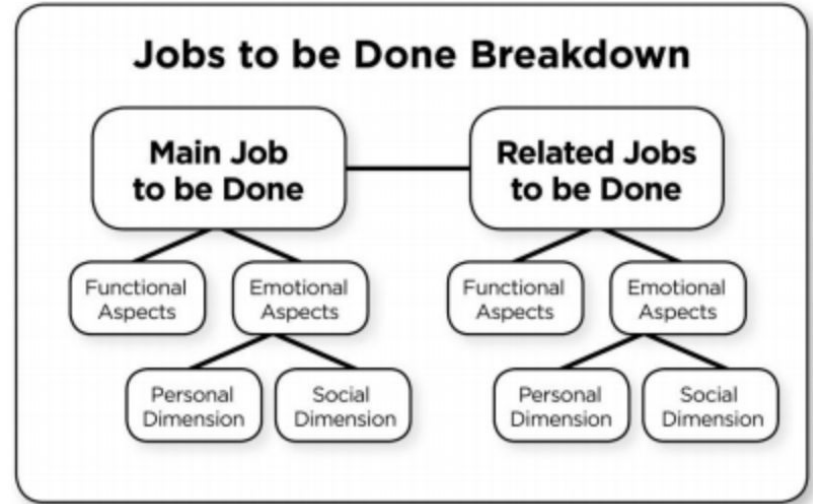
**Example of  
JTBD for a lawnmower  
following the JTBD statement format**

# Types of Job to be done

There are two different types of JTBDs:

- **Main jobs to be done**, which describe the task that customers want to achieve, the highest purpose.
- **Related jobs to be done**, the tasks they want to accomplish in conjunction with the main jobs to be done.

Then, within each of these two types of JTBDs, there are: *Functional job aspects*—the practical and objective customer requirements. *Emotional job aspects*—the subjective customer requirements related to feelings and perception.



Source: <http://innovatorstoolkit.com/content/technique-1-jobs-be-done>

# **Jobs To Be Done (JTBD) in life events**

## **Exercise**

# Job to be done exercise

**Uncover the JTBDs of This Course. What are you trying to achieve or get done with this course?**

**Part 1 [10 min]** Interview each other and uncover what are they trying to get done by joining this course? Tip: Ask 'Why' for every answer you get in order to get to the root cause of the problem they are trying to solve.

SAMPLE QUESTIONS:

Set the scene, general background questions to understand the person's context

– What was your initial motivation or trigger to join this course?

– Why...? Why...?

– What do you have to do to get this done?

– What are the challenges?

- What solutions or services do you use to get this done?

**Part 2. [10 min]** Document the jobs to be done following the table (10 min)

	I need (to)...	so that I can...	Pain <i>What are challenges to achieve this?</i>
JTBD 1	<i>Complete enough credits on time</i>	<i>Get funding</i>	<i>Little time to take more courses</i>
JTBD 2	<i>More experience</i>	<i>Get a job</i>	<i>No practical skills provided in my programme</i>
JTBD 3			
...			

**Jobs to be done table**

# PROJECT BRIEF

**Design a Service for a post-COVID19 world**



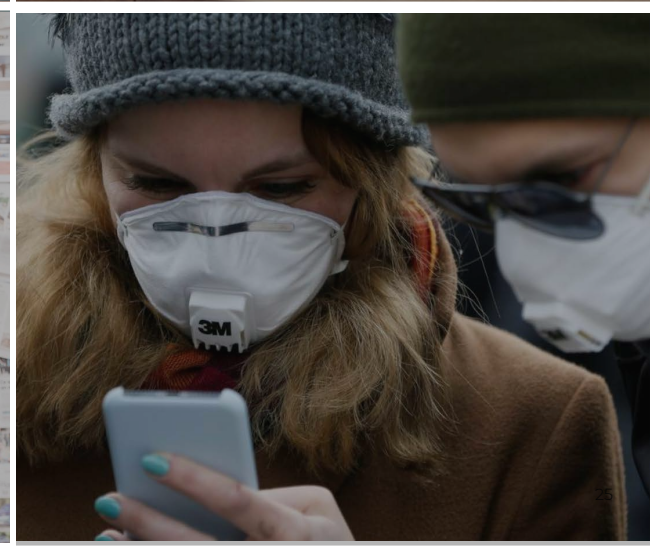
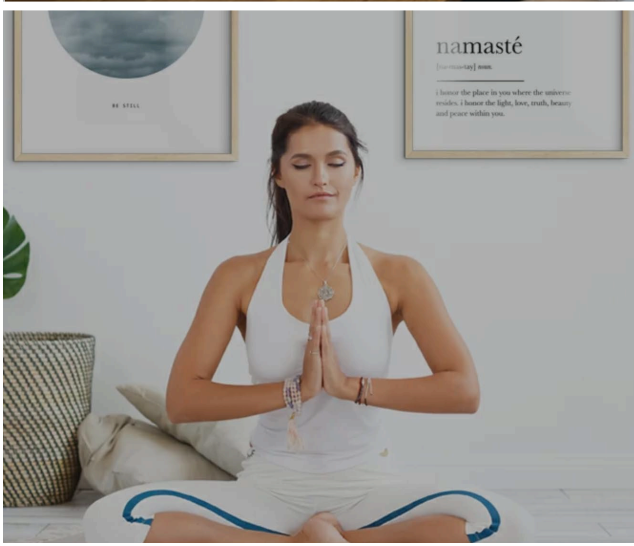
# PROJECT BRIEF

## PROJECT BRIEF

It is not new that the current COVID19 pandemic has brought to the world several challenges. It has also exposed how vulnerable our society is to remote access and collaboration. In this course, you or your team will create a service that will embrace one or more of the following themes...

## THEMES:

- Digital well-being
- Remote education
- Digital home activities
- Working remotely
- Veracity and quality of news



# Prepare questions for your interview

## **What are the JTBD behind your team scenario? What are they trying to achieve in this moment?**

Think about key questions that will help you to uncover their goals (main job to be done) and their steps to get there (related jobs to be done).

Ask open questions. Examples:

- How are you feeling at the moment?
- What worries you the most? What's your top priority?
- What would be an ideal situation?
- What are the barriers to achieve it?
- ...



# **Analysis of services**



## ***Conclusions:***

***Services are co-created***

***Service providers act both as partners and users***

***A service integrates with many providers and technologies***

***More complex services run across sectors***

# ASSIGNMENT

## 1. Interview one person

Individually, conduct one interview, with a person you arranged the interview - **who has experienced the situation described in your scenario** . Discuss the top jobs to be done they had to do during that time. Note you'll need some time to process the interview and document it accordingly.

Remind them about the follow-up meeting for the testing session between **25 - 28th of September**.

## 2 Document the JTBDs on the jobs table

Individually, document your interview using the JTBD table (see slides). Bring your jobs to be done table printed out on **Tuesday 22nd** and be ready to share them within your team during the session.



	I need to...	so that I can...	Pain <i>What are challenges to achieve this today?</i>
JTBD 1			
JTBD 2			
JTBD 3			
⋮			

**Jobs to be done table**