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## **Jobs To Be Done A**

Jobs to Be Done The theory of Jobs to Be Done is a framework for better understanding customer behavior. While

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conventional marketing focuses on market demographics or product attributes, Jobs Theory goes beyond superficial categories to expose the functional, social, and emotional dimensions that explain why customers make the choices they do.

## **Jobs To Be Done - Christensen**

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**Institute : Christensen ...**

Unpacking the raw Jobs-to-be-Done interviews into an insight and high-level concept of what we might build. Shaping that concept into a story that we could socialize inside Autobooks and pressure-test with our payments and accounting subject matter experts. Developing and iterating on the concept. Shipping the

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new feature.

## **Jobs-to-be-Done | It's more than just Milkshakes. Get the ...**

JOBS-TO-BE-DONE THEORY is comprised of a group of principles or tenets that form a foundation for making marketing more effective and innovation more predictable by focusing on the



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customer's job-to-be-done. The theory is based on the notion that people buy products and services to get a "job" done.

## **What Is Jobs-to-be-Done?. Is Jobs-to-be-Done a theory? A ...**

The jobs-to-be-done framework is an approach to developing products based

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on understanding both the customer's specific goal, or "job," and the thought processes that would lead that customer to "hire" a product to complete the job.

## **Jobs-To-Be-Done Framework | Definition and Overview**

Jobs-to-be-Done: A Framework for Customer Needs. Jobs Theory provides a

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framework for categorizing, defining, capturing and organizing the inputs that are required to make innovation.... Tony Ulwick. Jan 5, 2017.

## **JTBD + Outcome-Driven Innovation**

A Job to be Done defined. Jobs to be Done is a theory of consumer action. It describes the mechanisms that cause a

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consumer to adopt an innovation. The theory states that markets grow, evolve, and renew whenever customers have a Job to be Done, and then buy a product to complete it (get the Job Done). This makes a Job to be Done a process: it starts, it runs, and it ends.

**What is Jobs to be Done (JTBD)?.**

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## **Upgrade your user, not ...**

Jobs-to-be-done theory tells us that the more jobs a product can help a customer get done, the more valuable that product is as a product platform in that space. The swiss army knife, for example, helps customers get dozens of jobs done, and the smartphone helps customers get thousands of jobs done.

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Design a business around a job-to-be-done.

## **Jobs-to-be-Done Theory & Methodology - JTBD Theory - Strategyn**

The theory of jobs to be done was developed in part as a complement to the theory of disruptive

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innovation—which at its core is about competitive responses to innovation: It explains and predicts...

## **Know Your Customers' "Jobs to Be Done"**

Definition: Jobs-to-be-done (JTBD) is a framework based on the idea that whenever users "hire" (i.e., use) a

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product, they do it for a specific “job” (i.e., to achieve a particular outcome). The set of “jobs” for the product amounts to a comprehensive list of user needs.

## **Personas vs. Jobs-to-Be-Done - Nielsen Norman Group**

The keystone of the Jobs To Be Done



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(JTBD) philosophy is the customer interview. When you're able to work with a customer to relive that moment of struggle, it's amazing what we can learn about the events and forces that progress customers towards and away from our product.

## **A Script To Kickstart Your Jobs To**

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## **Be Done Interviews**

The product does the work, while the consumer enjoys the benefits. Job. Just as an employer hires and fires employees to improve itself, consumers hire and fire products to help them achieve progress. Also like the ... to be. When something doesn't exist yet, we can say it is to be. A Job to be ...

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## **Why Is It Called “Jobs to be Done”? (And Why Is This ...**

Jobs-to-be-Done reframes a user's needs  
The way the JTBD framework reframes  
the connection between a user and  
user's problem or need is by phrasing  
the need as a job that the user wants to  
get done. Your product is what the user

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“hires” to get that job done. Let’s revisit Henry Ford’s quote above.

## **What is the Jobs-to-be-Done Framework? | productboard**

The popularity of Jobs to be Done has exploded in recent years. This has been both good and bad. Alan Klement. Jan 15, 2018. 5 Mistakes to Avoid When First

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Learning Jobs to be Done. 5 Mistakes to Avoid When First Learning Jobs to be Done. Common mistakes to avoid and some takeaways to remember.

## **Jobs to be Done**

Jobs-to-be-done are often misused. This case study shows you the critical impact it can have on headspace user

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onboarding.

## **How to properly apply jobs-to-be-done to user onboarding**

The phrase Jobs To Be Done (JTBD) as a way of focusing on customers was popularised by innovation guru, Clayton Christiansen in the early 2000s. The underlying idea was promoted before

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then, that products are temporary solutions to a much more long term need, motivation or job.

## **The Jobs To Be Done Playbook: Align Your Markets ...**

The Job To Be Done (JTBD) is a framework for viewing your products and solutions in terms of the jobs

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customers are trying to get done. In other words, the JTBD is the reason why your customers hire your product or service. It is a starting point for innovation and a critical element when devising strategy.

**What is the Job To Be Done? | Lean Methods Group**



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in his Innovator's Solution and called "jobs to be done" or "outcomes that customers are seeking". Instead of assuming what their customers want or need, typically product developers determine the voice of the customer (VOC). ODI takes VOC a step further by focusing on jobs-to-be-done rather than product improvements.

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## **Outcome-Driven Innovation - Wikipedia**

We put Jobs-to-be-Done Theory into practice with Outcome-Driven Innovation®, a process that delivers an innovation success rate that is five times (5X) the industry average. SERVICES We provide product, marketing and

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innovation management teams with the programs, capabilities and support needed to formulate and implement winning growth strategies.

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