# JTBD Magnifier Canvas

## Trigger

What triggered the job?
Was it an intrinsic or extrinsic trigger?
Was it a result of a previous Job?
Is this Job adressing a need or pain?

## Define Job

How does the cusomter define the job?
What is the temporal component of the customer's expectation?
What is the object of the customer's expectation?
What is the context of the cusomter's expectation?

## Plan Job

How is the customer planning the job?
Are there any inputs that need to be prepared before executing the job?

## Execute Job

How is the job being executed?

## Job To Be Done

## Alter

Is an expectation's component going to be altered?
Which one?
Is the solution altered?
Is the job altered?
When is the customer most likely to alter something?

## Assess Outcome

How is the customer assesing the outcome?
Is the customer assesing all outcomes?
When is the customer assesing the outcomes?

## Conclude Job

How is the customer disposing of the job?
Is there a new complementary job that the customer is trying to get done?
How is the customer feeling?