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 addressing a need or pain?

Define Job
- How does the customer 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 customer’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

Assess Outcome
- 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?

Conclude Job
- How is the customer assessing the outcome?
- Is the customer assessing all outcomes?
- When is the customer assessing the outcome?
- 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?