

# THE CUSTOMER\_JOB\_TO\_BE\_DONE CANVAS - HT\_PROTOTYPE\_002

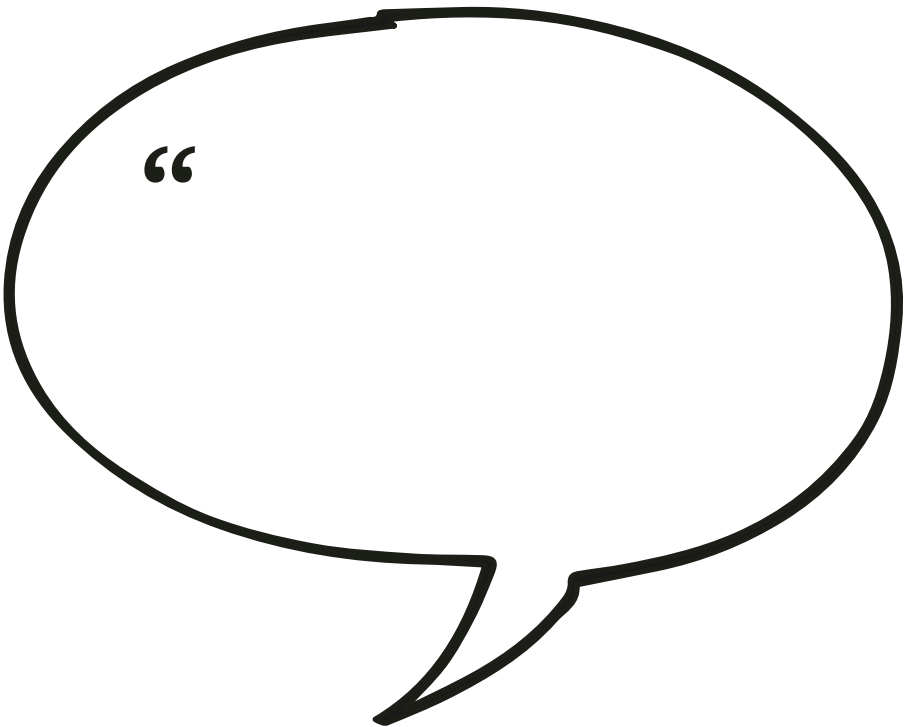
The Customer\_Job\_To\_Be\_Done Canvas is built on the ideas of Clayton M. Christensen, Scott D. Anthony, Gerald Berstell and Denise Nitterhouse in their MIT Sloan Management Review Article Finding The Right Job For Your Product. It is also extended/influenced by Shoshana Zuboff's McKinsey Quarterly Article Creating Value in The Age of Distributed Capitalism.

THIS TOOL IS A PROTOTYPE. NEVER USE IT AS IT IS. BUT UNDERSTAND IT, YOUR OWN SITUATION AND CUSTOMER JOB'S - AND THEN REDESIGN IT TO YOUR INDIVIDUAL NEEDS. GOOD LUCK

## THE JOB

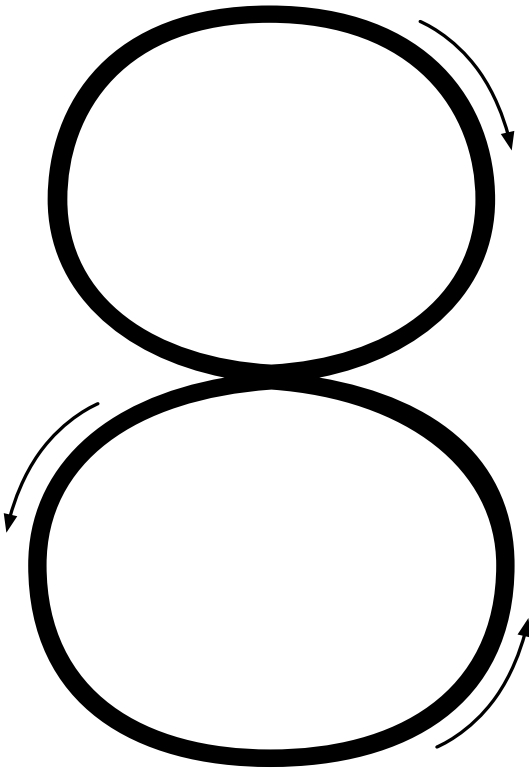
### JOB\_TO\_BE\_DONE

In the customer's words - what is the job they are doing that causes them to pull the product or service into their life?



### SITUATION/LIFECYCLE

What, where, when and why did the job occur? *As a decision journey or as a part of the customers everyday processes?*



## THE CUSTOMER

### MOTIVATION

What motivated the customer to pull the product into their life?  
The last time they did the job and didn't use the product - what did they use?

### BARRIERS

What are the pains in the job the product or service is solving?

### GAINS

ROOT CAUSE / AMBITION  
What is the root cause for the customer doing the job?

## THE OPPORTUNITIES

### RESCUE

What assets in today's job could be set free and digitized?

### BYPASS

What process in today's job could as well be skipped?

### RECONFIGURE

#### INDIVIDUALIZATION

What would the customer gain from individual tailoring of the product?

### SUPPORT

#### LONGEVITY

What would the customer gain from the company helping with the job every day / in their every day processes?

### #ROLE FUNCTIONAL

What is the functional role of the job?

### #ROLE EMOTIONAL

What is the emotional role of the job?

### #ROLE SOCIAL

What is the social role of the job?