

Customer & Situation

Jobs To Be Done



Individual



Social

Practical things I want/need to accomplish or make progress on

Practical things I want/need to help others accomplish or make progress on



Functional/
Tactical

Things I want/need to do related to my internal state (i.e. how I feel or think)

Things I want/need to do to affect others' internal state (including how they think about me)



Psychological/
Emotional

Pains

While attempting to accomplish the jobs above, I experience the following frustrations and friction

Gains

Accomplishing the jobs above would enable me to reach the following outcomes or aspirations