





CUSTOMER PROFILE CANVAS

Music Streaming Example

Customer & Situation		
Casual music listener		
Jobs To Be Done	 Individual	 Social
 Functional/ Tactical	<p><i>Practical things I want/need to accomplish or make progress on</i></p> <ul style="list-style-type: none"> • Listen to a specific song • Find which album a particular song was on • Find more songs by an artist I like 	<p><i>Practical things I want/need to help others accomplish or make progress on</i></p> <ul style="list-style-type: none"> • Make a "mix tape" playlist to share with a friend • Listen to a song a friend recommended to me
	 Psychological/ Emotional	<p><i>Things I want/need to do related to my internal state (i.e. how I feel or think)</i></p> <ul style="list-style-type: none"> • Get that earworm out of my head • Motivate myself to work out • Relax • Concentrate while doing my work • Pass the time while driving or doing a boring task • Feel better after a breakup • Just feel sad for a while
Pains	<p><i>While attempting to accomplish the jobs above, I experience the following frustrations and friction</i></p>	
<ul style="list-style-type: none"> • Building playlists is tedious • Ads interrupt and frustrate me • Can't find the song I'm looking for because I don't remember details • My workout music gets old and no longer motivates me 	Gains	<p><i>Accomplishing the jobs above would enable me to reach the following outcomes or aspirations</i></p> <ul style="list-style-type: none"> • I just hit "play" and hear the song I didn't even know I wanted • Uninterrupted, ad-free listening • I can easily find new music I like as it comes out • I impress my cool friends with my eclectic but tasteful playlists