The

JOBS TO BE DONE

Framework

Omneya Nabil

It's not enough to have a good product or service. You need to understand your customers' needs and motivations. This is where the **Jobs to Be Done (JTBD) Framework** comes in, as it helps you gain insights into what drives your customers' behaviours and decisions.

By focusing on the "**jobs**" your customers are trying to accomplish, you can customise your product development efforts and marketing initiatives to meet their specific needs.

WHAT ARE JOBS TO BE DONE?

Jobs to Be Done (JTBD) is a framework that focuses on understanding the reasons why and how customers purchase and use products or services.

Instead of simply looking at demographic data or customer segments, this framework dives into the tasks (or jobs) that customers are trying to accomplish.

These jobs are mainly the goals or problems that customers aim to solve, which, ultimately, drive their purchasing decisions and product usage.

WHY IS THE JTBD FRAMEWORK IMPORTANT?

The **Jobs to Be Done (JTBD) framework** helps you understand your customers better by identifying the jobs they use your product or service to do.

This deeper understanding helps you develop more targeted strategies.

Moreover, by focusing on the jobs your customers are trying to accomplish, you can create products and messages that address their needs. This will help you achieve higher customer satisfaction and retention.

HOW TO USE THIS TEMPLATE

1. **Fill out each section:** Through customer research, complete each section with information about the job your customer is trying to accomplish, the drivers and steps involved, the desired outcomes, and the associated pains and gains.

2. **Collaborate with your team:** Share the completed template with your management and marketing, sales, and product development teams to get their perspectives and inputs.

3. **Develop targeted solutions:** Use the insights from the JTBD framework to brainstorm and develop solutions that address your customers' specific needs and challenges.

4. **Apply the insights to your strategies:** Integrate the JTBD insights into your marketing strategies and campaigns to create relevant messages that resonate with your target audience.

5. **Continuously refine:** Review and update the JTBD framework regularly (as you gather more customer data and insights) to ensure that your marketing efforts are always aligned with changing customer needs.

ELEMENTS OF THE JTBD FRAMEWORK
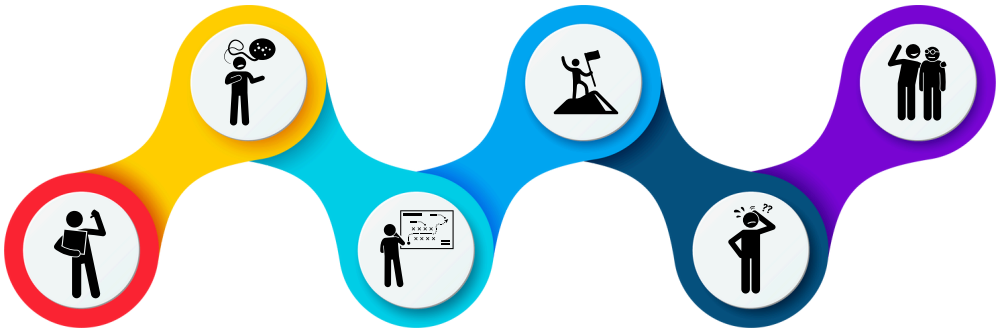
1. The job: Understanding the main job helps you focus on the core need that your product or service addresses. This way, you'll ensure your offerings align with what customers are looking for.

2. Job drivers: Knowing what drives your customers to accomplish a job provides deeper insights into their decision-making process. This helps you customise your marketing messages to align with this process .

3. Job steps: Mapping out the steps and challenges involved in completing the job helps you identify opportunities to improve your product or service and create a better customer experience.

4. Desired outcomes: Understanding the desired outcomes ensures your solutions are designed to meet customer expectations and deliver the benefits they are looking for.

5. Pains and gains: Recognising these allows you to address customer frustrations and highlight the solutions your product or service can provide. This makes your offerings more appealing and valuable.

6. Solutions: Knowing what solutions address customer needs and challenges helps you create products and services that your audience actually want.

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THE JOBS TO BE DONE FRAMEWORK

Print out and fill in this JTBD framework. If there's more than one job, target audience, or product, create a framework for each. And if you get stuck at any point, check out the examples on the following pages.

1. Define the job

Define the main job your customer is trying to get done

Main job to be done:

Importance of the job:

2. Identify job drivers

Understand the triggers of and motivations behind the job

Triggers:
-
-
-

Emotional drivers:
-
-
-

Social drivers:
-
-
-

Functional drivers:
-
-
-

3. Analyse job steps

Break down the job into steps the customer takes towards making a purchase

Step 1:
- **Pain points/challenges:**

Step 2:
- **Pain points/challenges:**

Step 3:
- **Pain points/challenges:**

Step 4:
- **Pain points/challenges:**

Step 5:
- **Pain points/challenges:**

(Add more steps as needed)

4. List desired outcomes

Determine the outcomes the customer wants to achieve by completing the job

- **Desired outcome 1:**

- **Desired outcome 2:**

- **Desired outcome 3:**

(Add more outcomes as needed)

5. Understand pains & gains

Identify the pains (frustrations) and gains (benefits) associated with the job

Pains:
1.
2.
3.

Gains:
1.
2.
3.

6. Create solutions

List potential solutions or improvements based on the identified job, pains, and gains

Solution 1:
- **How it addresses job/pain/gain:**

Solution 2:
- **How it addresses job/pain/gain:**

Solution 3:
- **How it addresses job/pain/gain:**

(Add more solutions as needed)

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Remember Adam from our **Ideal Customer Profile Template**? Here's an application of the JTBD framework based on his need for a new home.

(If you haven't met him yet, check out the ICP template.)

Adam

1. Define the job

Main job to be done: Find and purchase a new home in a safe, family-friendly neighbourhood.

Importance of the job: Ensure the family's safety, provide a comfortable living environment and support the family's long-term investment.

2. Identify job drivers

Triggers:
- Expanding family size
- Desire for better school districts
- Relocation for job opportunities

Emotional drivers:
- More security and stability
- Need for a family-friendly environment
- Pride in homeownership

Social drivers:
- Being part of a vibrant community
- Proximity to family and friends
- Social status associated with owning a home in a desirable neighbourhood

Functional drivers:
- Need for more space
- Proximity to work and amenities
- Access to quality schools and sports clubs

3. Analyse job steps

Step 1: Research potential neighbourhoods and projects
- **Pain points/challenges:** A lot of information, difficulty in assessing neighbourhood safety and school quality.

Step 2: Identify trustworthy real estate developers
- **Pain points/challenges:** Lack of trust, concerns about hidden costs, difficulty in verifying developer credibility.

Step 3: Visit and evaluate properties
- **Pain points/challenges:** Time-consuming, properties not meeting expectations, scheduling conflicts.

Step 4: Secure financing
- **Pain points/challenges:** Seeking financing options, understanding financial terms, accommodating payment options.

Step 5: Finalise purchase and move in
- **Pain points/challenges:** Legal paperwork, coordinating the move, unexpected expenses.

4. List desired outcomes

- **Desired outcome 1:** Purchase a home within budget that meets all family needs.

- **Desired outcome 2:** Ensure a smooth and transparent buying process.

- **Desired outcome 3:** Move into a safe, welcoming community with nearby good schools, sports clubs, and facilities.

5. Understand pains & gains

Pains:
1. Stress and uncertainty throughout the buying process.
2. Difficulty in finding trustworthy real estate developers.
3. Concerns about hidden costs and quality of the property.

Gains:
1. Peace of mind knowing the family is safe and secure.
2. Pride and satisfaction in owning a nice home
3. Comfort of living in a good community with necessary amenities.
4. Proximity to good schools and sports clubs

6. Create solutions

Solution 1: Create an online portal that provides detailed information about neighbourhoods and nearby school.
- **How it addresses job/pain/gain:** Helps buyers make informed decisions and reduces the overwhelming process of researching options.

Solution 2: Provide a concierge service to assist with property visits, financing, and moving logistics.
- **How it addresses job/pain/gain:** Simplifies the buying process, reduces stress, and guarantees a smooth move to the new home.

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Remember Sara from our **Ideal Customer Profile Template**? Here's an application of the JTBD framework based on her need for a CRM platform.

(If you haven't met her yet, check out the ICP template.)

Sara

1. Define the job

Main job to be done: Find and implement a new CRM platform to manage customer relationships and sales processes quickly and easily.

Importance of the job: Simplifies customer relationship management, improves sales efficiency, and supports business growth.

2. Identify job drivers

Triggers:
- Current CRM system is outdated and lacks essential features
- Need for integration with other tools
- Desire to improve customer data management and reporting

Emotional drivers:
- Frustration with current tool limitations
- Desire for a more user-friendly interface
- Need for confidence in the reliability and scalability of the CRM

Social drivers:
- Pressure to keep up with industry standards
- Influence from peers or competitors using more advanced systems
- Desire to improve team collaboration and communication

Functional drivers:
- Need for advanced analytics and reporting capabilities
- Seeking automation of repetitive tasks
- Integration with existing software and tools (e.g., email, marketing automation)

3. Analyse job steps

Step 1: Research potential CRM platforms
- **Pain points/challenges:** Overwhelming number of options, difficulty in comparing features and pricing.

Step 2: Evaluate top CRM platforms
- **Pain points/challenges:** Time-consuming demos and trials, unsure about how suitable the platforms are.

Step 3: Get stakeholder buy-in
- **Pain points/challenges:** Convincing team members and management, addressing concerns about cost and implementation.

Step 4: Implement the chosen CRM
- **Pain points/challenges:** Data migration issues, training employees, integration with existing systems.

Step 5: Monitor and optimise usage
- **Pain points/challenges:** Ensuring full adoption, measuring ROI.

4. List desired outcomes

- **Desired outcome 1:** Simple integration with existing tools and systems.

- **Desired outcome 2:** Easy data management and reporting capabilities.

- **Desired outcome 3:** Improved sales processes and team collaboration.

5. Understand pains & gains

Pains:
1. Difficulty in migrating data from the old system.
2. Challenges in training the team and making them adopt the new tool.
3. Concerns about the cost and ROI of the new CRM platform.

Gains:
1. Simplified sales processes and improved efficiency.
2. Better customer insights and data-driven decision-making.
3. Improved team communication and collaboration.

6. Create solutions

Solution 1: Offer a detailed comparison guide of top CRM platforms, including features, pricing, and integration capabilities.
- **How it addresses job/pain/gain:** Simplifies the research process and helps in making an informed decision.

Solution 2: Provide a comprehensive implementation support package, including data migration assistance and training programmes.
- **How it addresses job/pain/gain:** Simplifies transition to the new CRM and ensures smooth adoption by the team.

Solution 3: Create an ROI calculator and case studies to demonstrate the long-term benefits and cost-effectiveness of the new CRM platform.
- **How it addresses job/pain/gain:** Builds confidence in the investment and helps in getting stakeholder buy-in.

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Remember Aya from our **Ideal Customer Profile Template**? Here's an application of the JTBD framework based on her need for a gym membership.
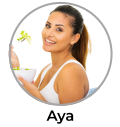
(If you haven't met her yet, check out the ICP template.)

Aya

1. Define the job

Main job to be done: Find and join a new, nearby gym that meets her fitness goals and lifestyle needs.

Importance of the job: Supports health and fitness, provides a social and motivating environment, and fits within her schedule and budget.

2. Identify job drivers

Triggers:
- Recent move to a new area
- Desire to improve fitness and health
- Seeking a more supportive and engaging gym environment

Emotional drivers:
- Desire for personal well-being and self-improvement
- Enjoyment of community and group activities
- Stress relief and mental health benefits

Social drivers:
- Building new social connections
- Being part of a fitness community
- Social validation and encouragement

Functional drivers:
- Need for convenient location and hours
- Availability of specific equipment and classes
- Clean and safe facilities

3. Analyse job steps

Step 1: Research local gyms and fitness centres
- **Pain points/challenges:** Overwhelming number of options, unclear information about facilities and services.

Step 2: Visit and tour potential gyms
- **Pain points/challenges:** Scheduling visits, gyms not matching expectations, feeling intimidated or unwelcome.

Step 3: Evaluate membership options and pricing
- **Pain points/challenges:** Confusing pricing structures, hidden fees, unsure about value for money.

Step 4: Make a decision and sign up
- **Pain points/challenges:** Commitment anxiety, fear of making the wrong choice, inability to understand contract terms.

Step 5: Start attending and integrating gym schedule into her routine
- **Pain points/challenges:** Staying motivated, adjusting schedule, feeling comfortable and supported in the new environment.

4. List desired outcomes

- **Desired outcome 1:** Find a gym that offers a supportive and motivating environment.

- **Desired outcome 2:** Ensure the gym is conveniently located and has flexible hours.

- **Desired outcome 3:** Get a clear, affordable membership plan that doesn't have hidden costs.

5. Understand pains & gains

Pains:
1. Anxiety about choosing the right gym
2. Difficulty in finding transparent and honest information.
3. Concerns about affordability and hidden fees.

Gains:
1. Feeling motivated and supported in a nice environment.
2. The convenience of a nearby location with flexible hours.
3. Peace of mind with a clear and affordable membership plan.

6. Create solutions

Solution 1: Offer free trial passes or classes.
- **How it addresses job/pain/gain:** Reduces commitment anxiety and allows potential members to experience the gym environment firsthand.

Solution 2: Offer straightforward membership plans with no hidden fees and flexible contract terms.
- **How it addresses job/pain/gain:** Builds trust and ensures affordability to make it easier for prospects to commit without any anxiety.

Solution 3: Create a comparison tool for local gyms that includes verified reviews, exact membership fees, and detailed facility information.
- **How it addresses job/pain/gain:** Simplifies research and decision-making by providing clear information.
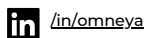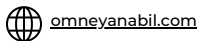
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Found this useful? Here are some other resources you might like.

About Omneya Nabil

Omneya is a content strategist and copywriter with 18 years of experience working on both the agency and client side. To date, she has helped more than 75 brands in North America, Europe, and the Middle East achieve their content goals.

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