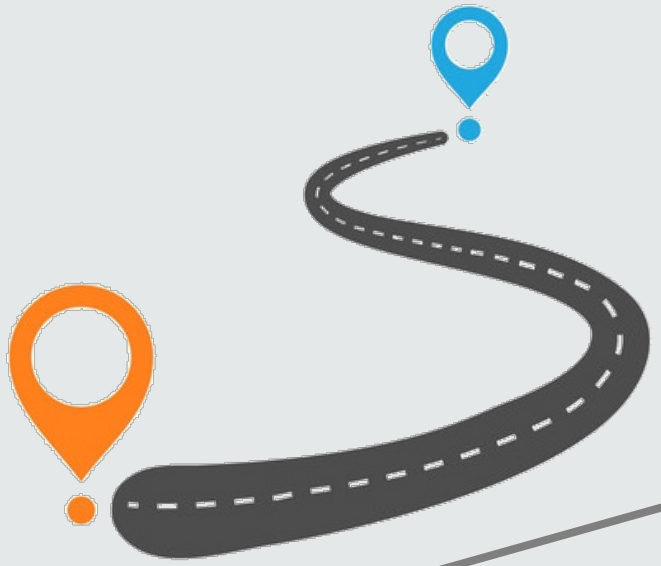
Lectures 3.1

Jobs

The foundation of innovation

Criteria are owned by customers

Features are owned by solutions



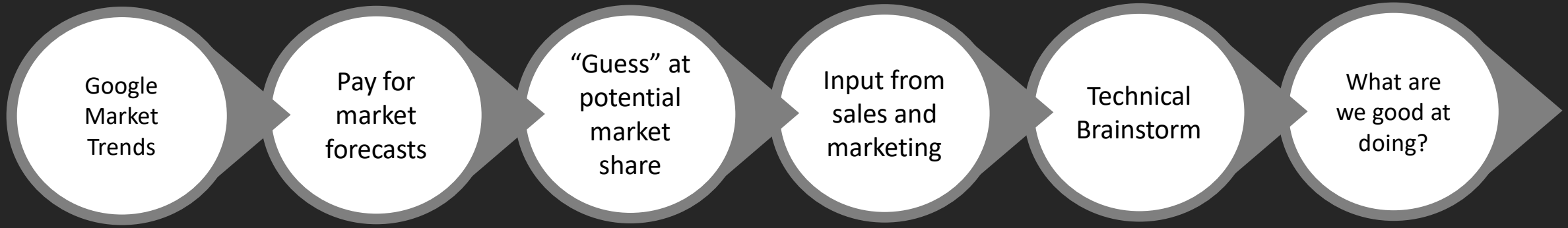
Jobs require solutions in the first place

Criteria are owned by customers

Features are owned by solutions

Steps to the *Conceptual* Innovation Process

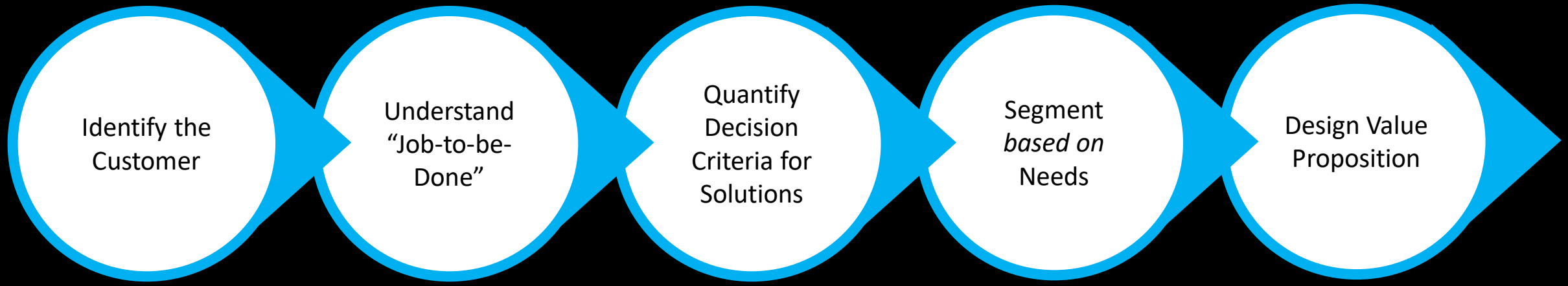
Steps driven by *internal discovery*

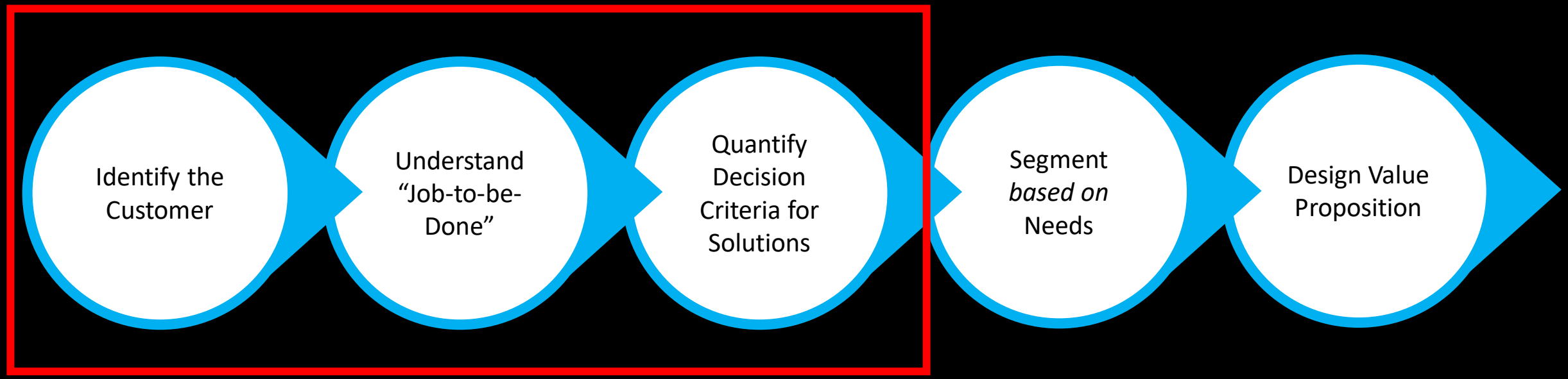


Steps driven by *internal discovery* analytics

OR…

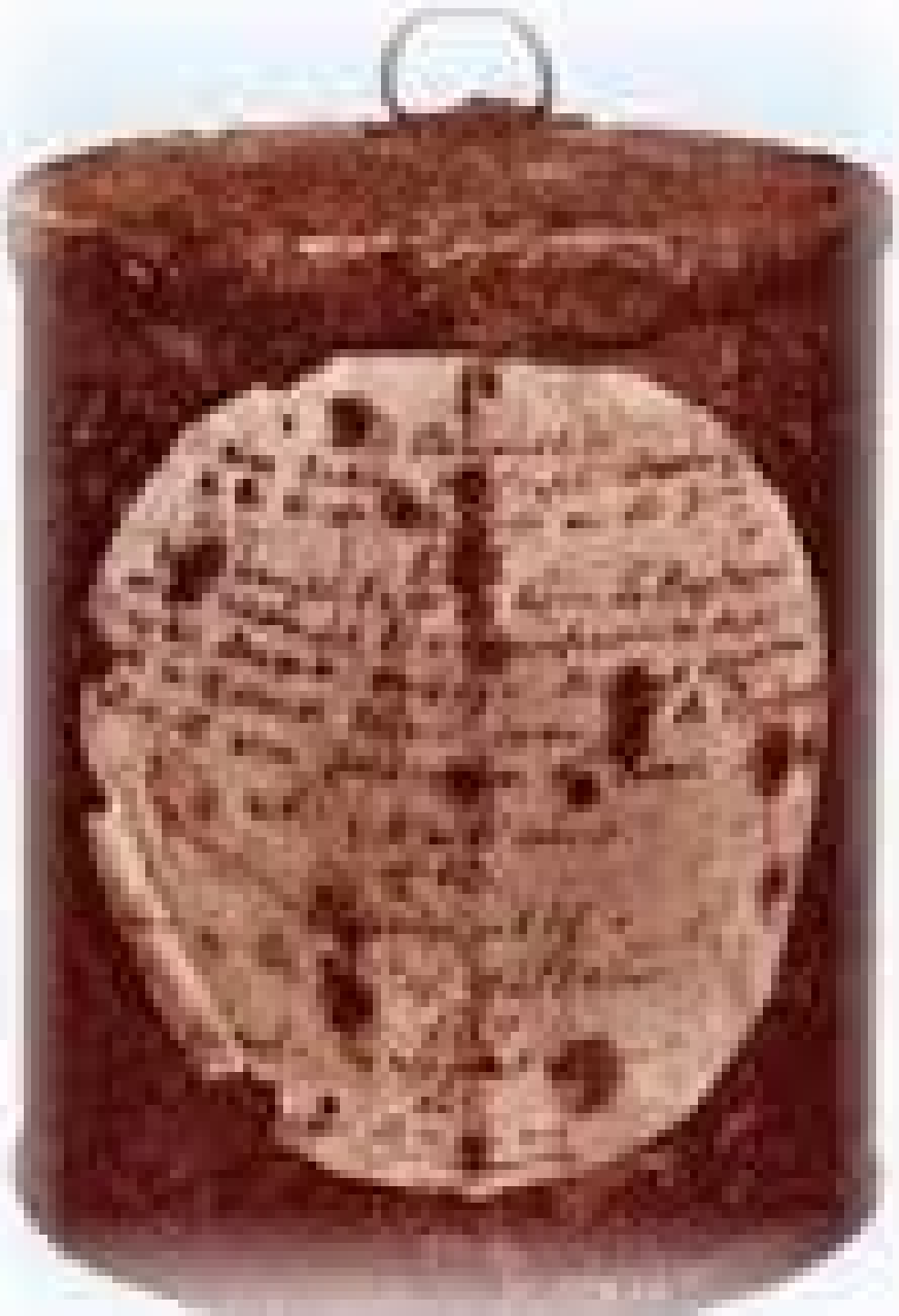
Product Strategy
Build, show, and hope
Pay for market forecasts
Input from sales and marketing
Technical Brainstorm
What are we good at doing?
Formulate Product Strategy
Formulate Market Strategy
What can we do "better"
Who else is doing what we are doing?
"Guess" at potential market share
Google Market Trends


Identify the Customer
Understand "Job-to-be-Done"
Quantify Decision Criteria for Solutions
Segment *based on* Needs
Design Value Proposition


Identify the Customer
Understand "Job-to-be-Done"
Quantify Decision Criteria for Solutions
Segment *based on* Needs
Design Value Proposition

customer Jobs

...why customers look for solutions.



Offiziersmesser

Offiziersmesser

Foldable
Replace pocketknife
“simple”
inexpensive
Open a can
Disassemble the M1889

customer Jobs

...why customers look for solutions.

A job to be done *is…*

The objective a *customer* is trying to achieve in a particular *circumstance*.

A job to be done *is…*

The objective a *customer* is trying to achieve in a particular *circumstance*.

A job to be done *is…*

The work your *customer* is *hiring* your product or service *to do* for them.

Foldable
Replace pocketknife
“simple”
inexpensive
Open a can
Disassemble the M1889

Foldable
Replace pocketknife
“simple”
inexpensive
Open a can
Disassemble the M1889

**Not all of these are jobs…
what are these?**

Foldable
Replace pocketknife
“simple”
inexpensive
Open a can
Disassemble the M1889

Not all of these are jobs…
what are these?

Disassemble Rifle in the field

Cut food / rope / etc. in the field

Open canned foods in the field

JOBS!
OBJECTIVES

Jobs Context

...how our views of solutions change

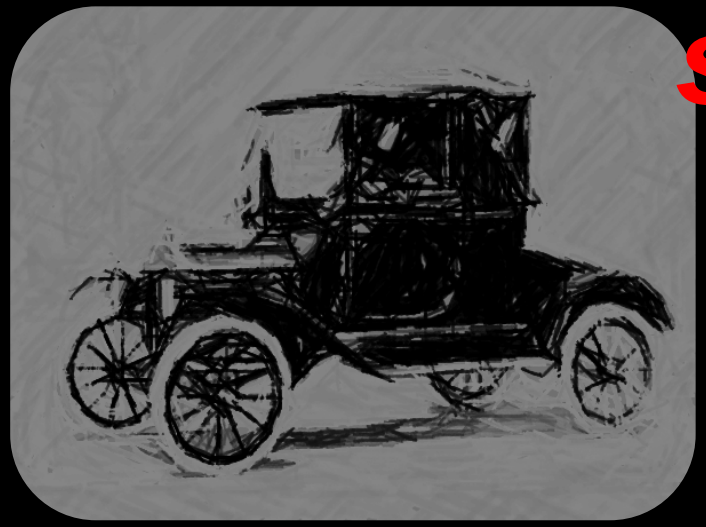
What's the "Job"

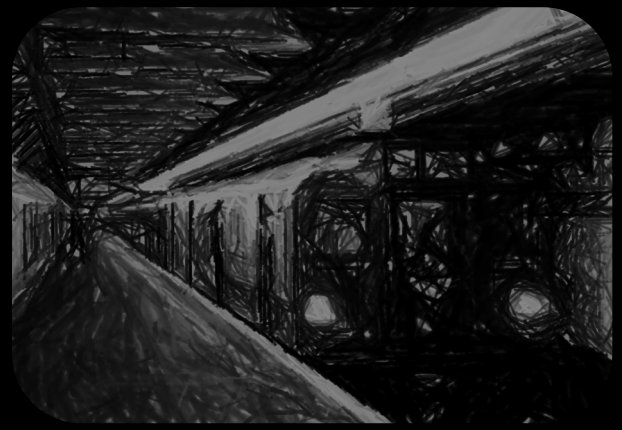
What's the "Job"

Transport yourself from point A to point B

You need to get from point A to point B

Why are all these different solutions needed?





Context

RAM

ROAD TRIP!
What food do you choose?

How about now?

Jobs are now different
because *CONTEXT* has changed…
how do we objectively choose the tools?

And if we ignore Context?

Tools

1. reamer, punch and sewing awl
2. can opener
3. screwdriver 3 mm
4. bottle opener
5. screwdriver 6 mm
6. wire stripper
7. Phillips screwdriver 1/2
8. magnifying glass
9. pliers
10. wire cutter
11. wire crimping tool
12. screwdriver 2.5 mm
13. pruning blade
14. electrician's blade
15. wire scraper
16. pharmaceutical spatula
17. multipurpose hook
18. scissors
19. fish scaler
20. hook disgorger
21. ruler (cm)
22. ruler (inches)
23. wood saw
24. chisel 4 mm
25. nail file

THIS **happens!**

26. nail cleaner
27. metal saw
28. metal file
29. corkscrew
30. mini screwdriver
31. large blade
32. small blade
33. bit case
34. bit wrench
35. female Hex drive 5 mm for D-SUB connectors
36. female Hex drive 4 mm for bits
37. key ring
38. toothpick
39. tweezers
40. pressurized ballpoint pen
41. pin, stainless steel
42. bit slotted 4
43. bit Phillips 2
44. bit Phillips 0 (Pozidrive)
45. bit Phillips 1 (Pozidrive)
46. bit Torx 10
47. bit Torx 15
48. bit Hex 4
49. bit Torx 8

Question

What Job(s) would your End User hire your solution to do?

Tip

Understand ALL the jobs your customer has to get done!

End User

Job

End User

Jobs

End User

Jobs

So… which one will demand resources?

Customer Jobs

High

Satisfaction

Low

Importance

High

Customer Jobs

High

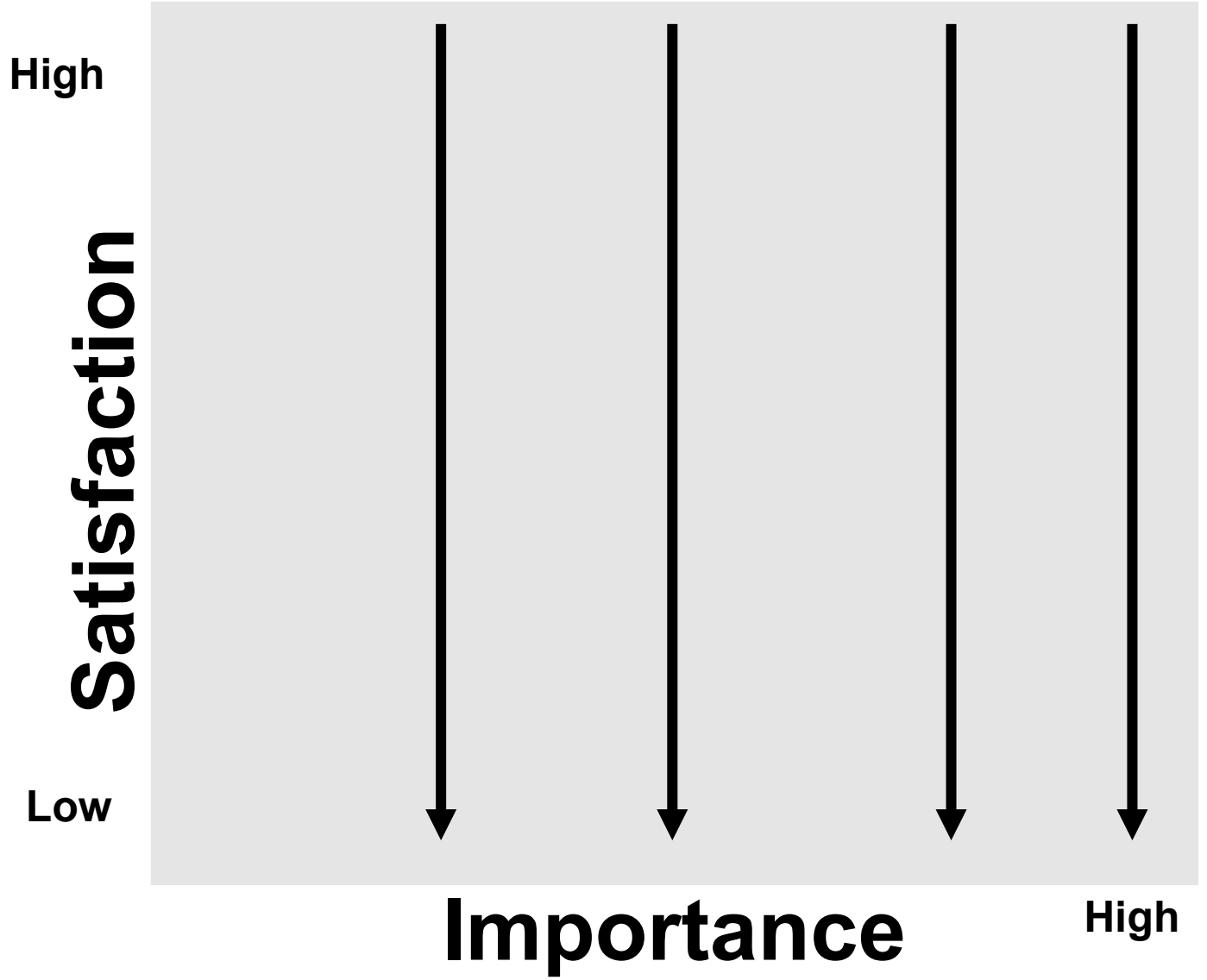
Satisfaction

Low

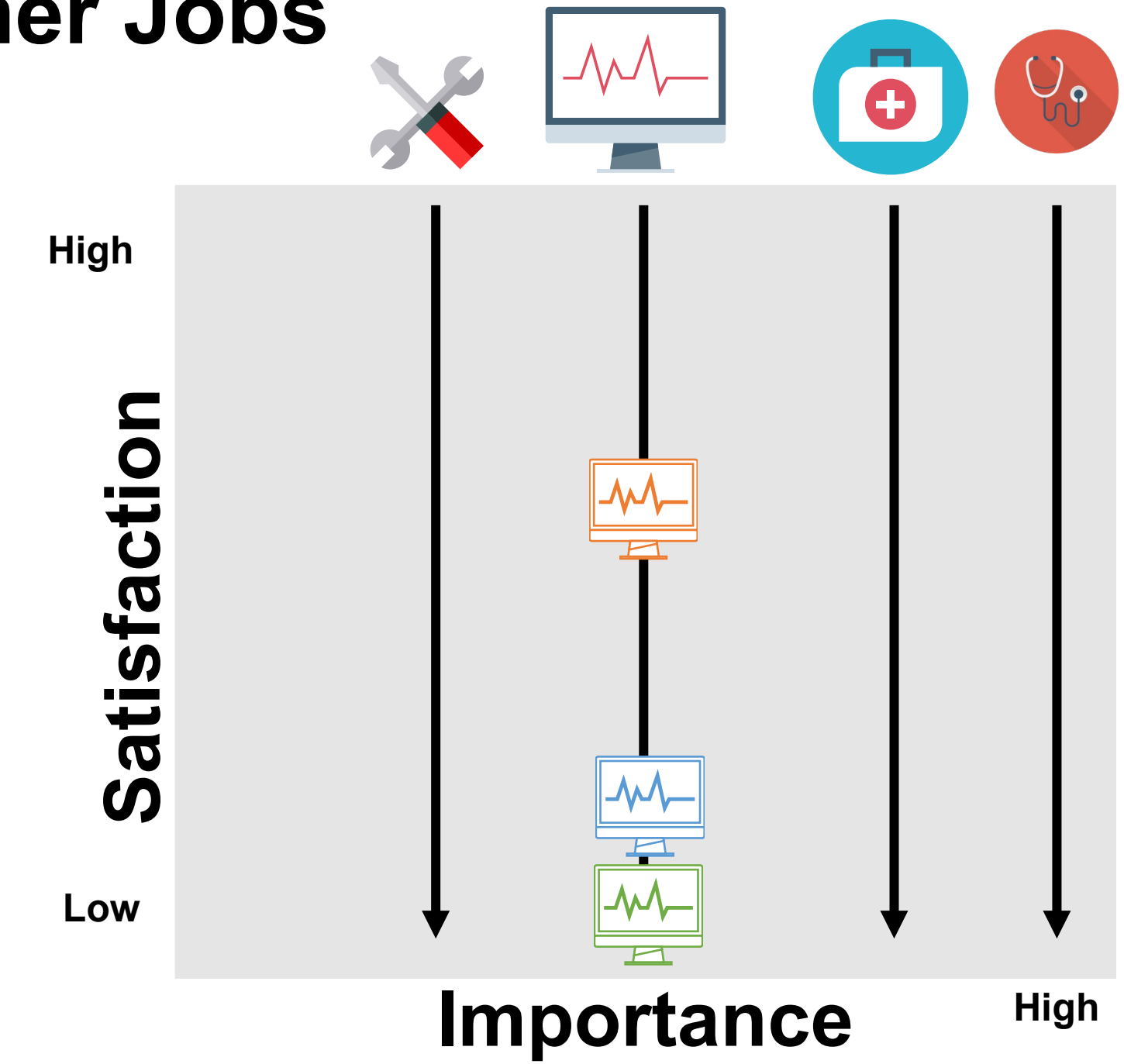
Importance

High

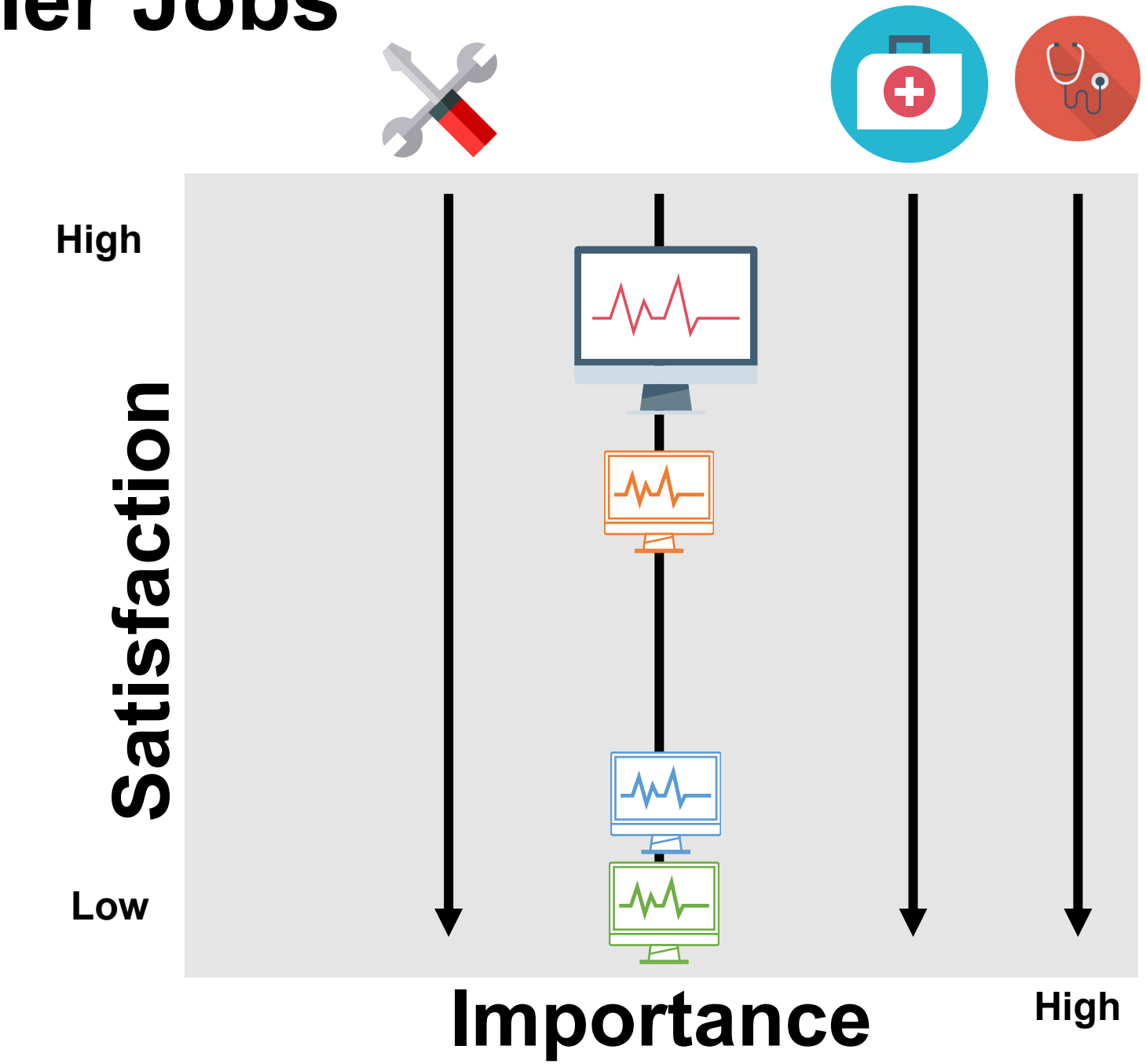
Customer Jobs



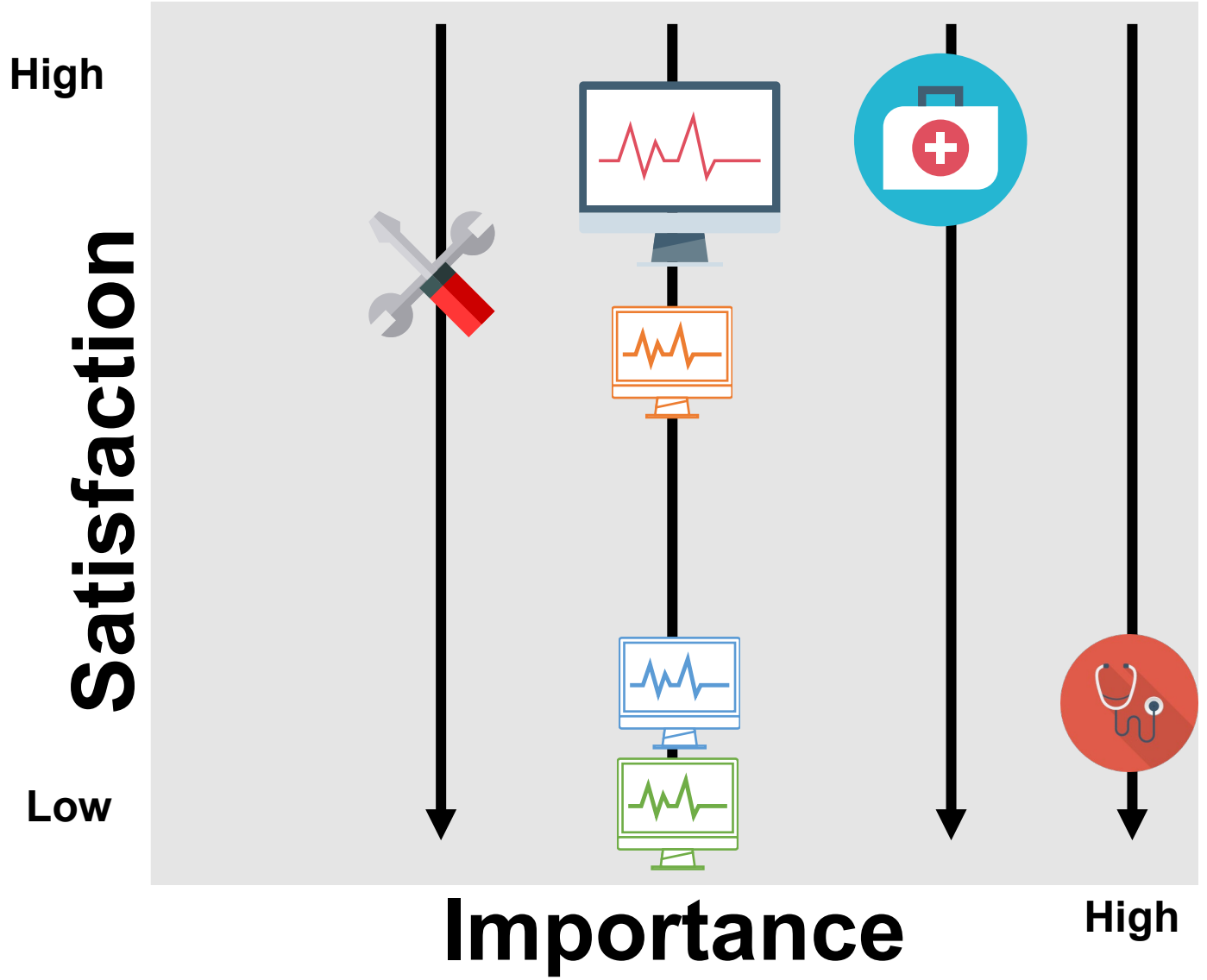
Customer Jobs



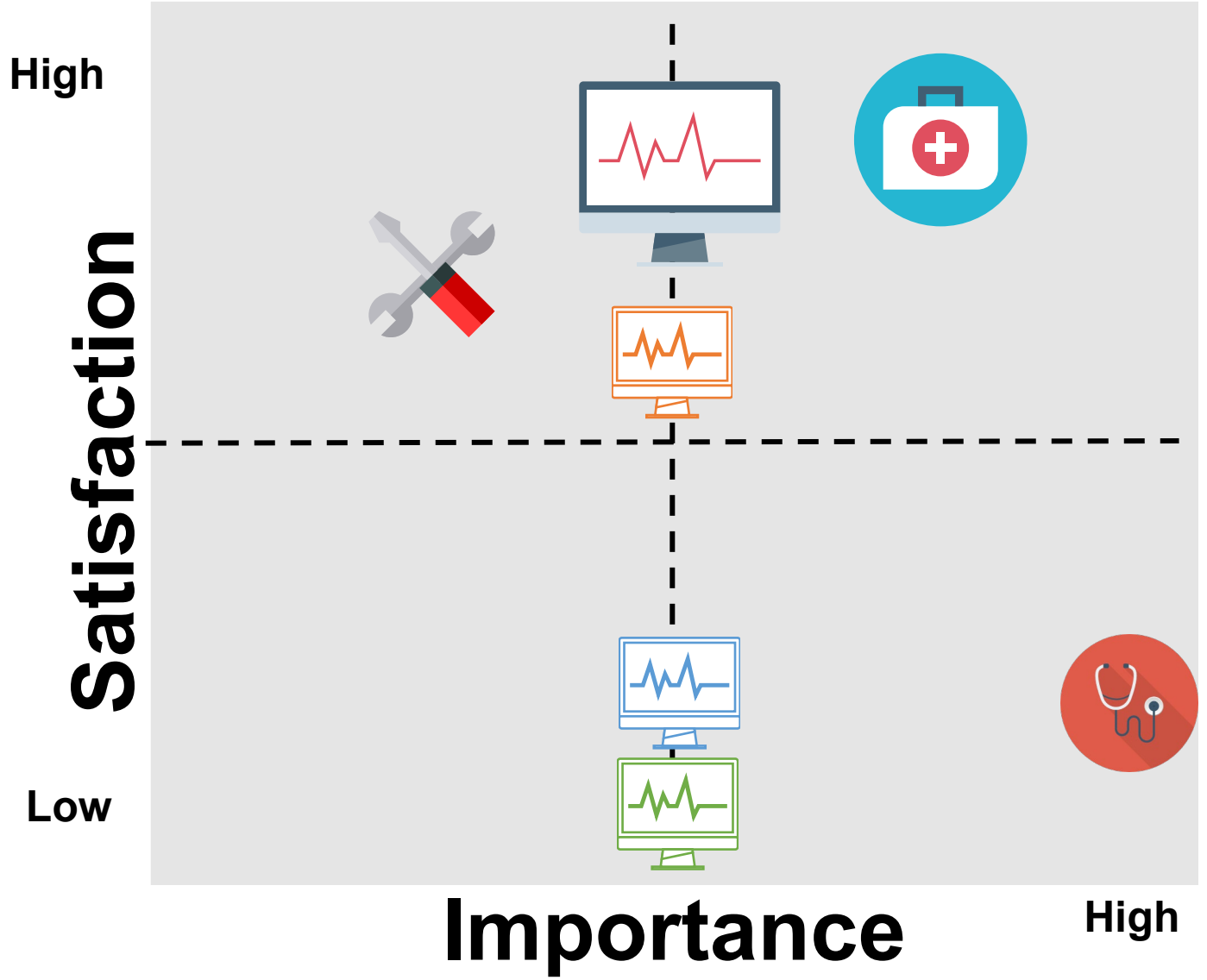
Customer Jobs



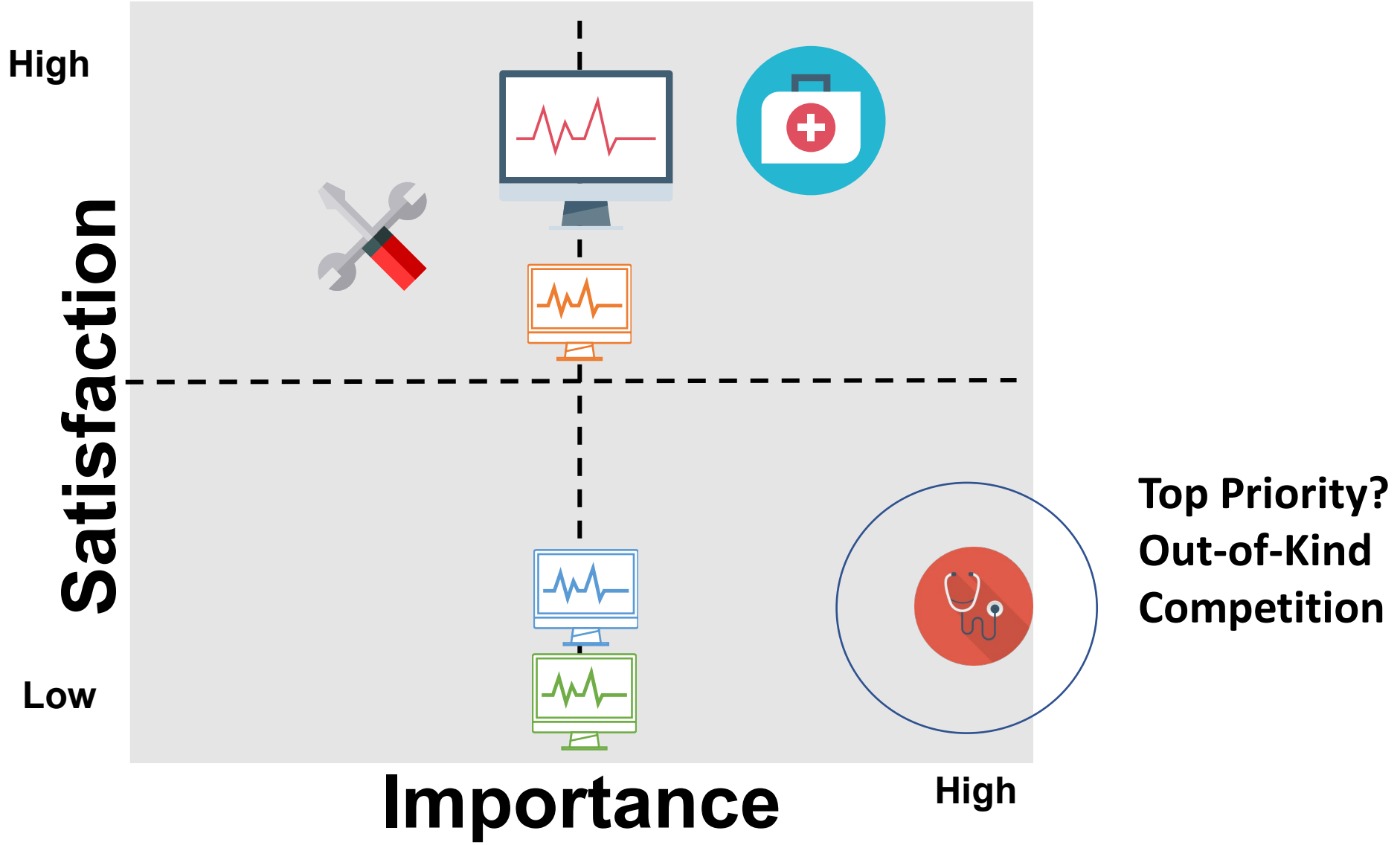
Customer Jobs



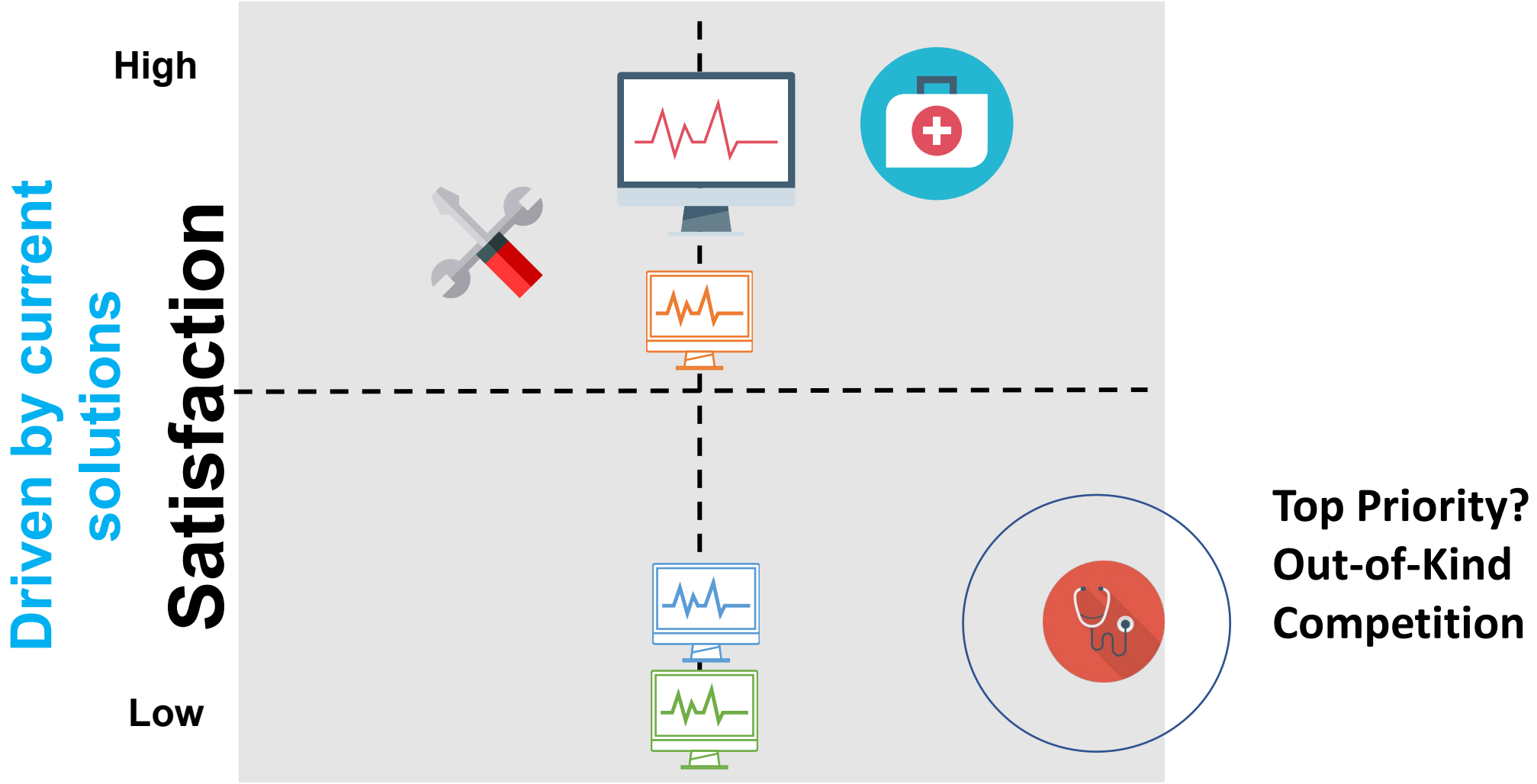
Customer Jobs



Customer Jobs



Customer Jobs



Competition arises

from other jobs that compete for resources.

What other "jobs" are *your End Users trying to do?*

End User

Jobs

job Priority

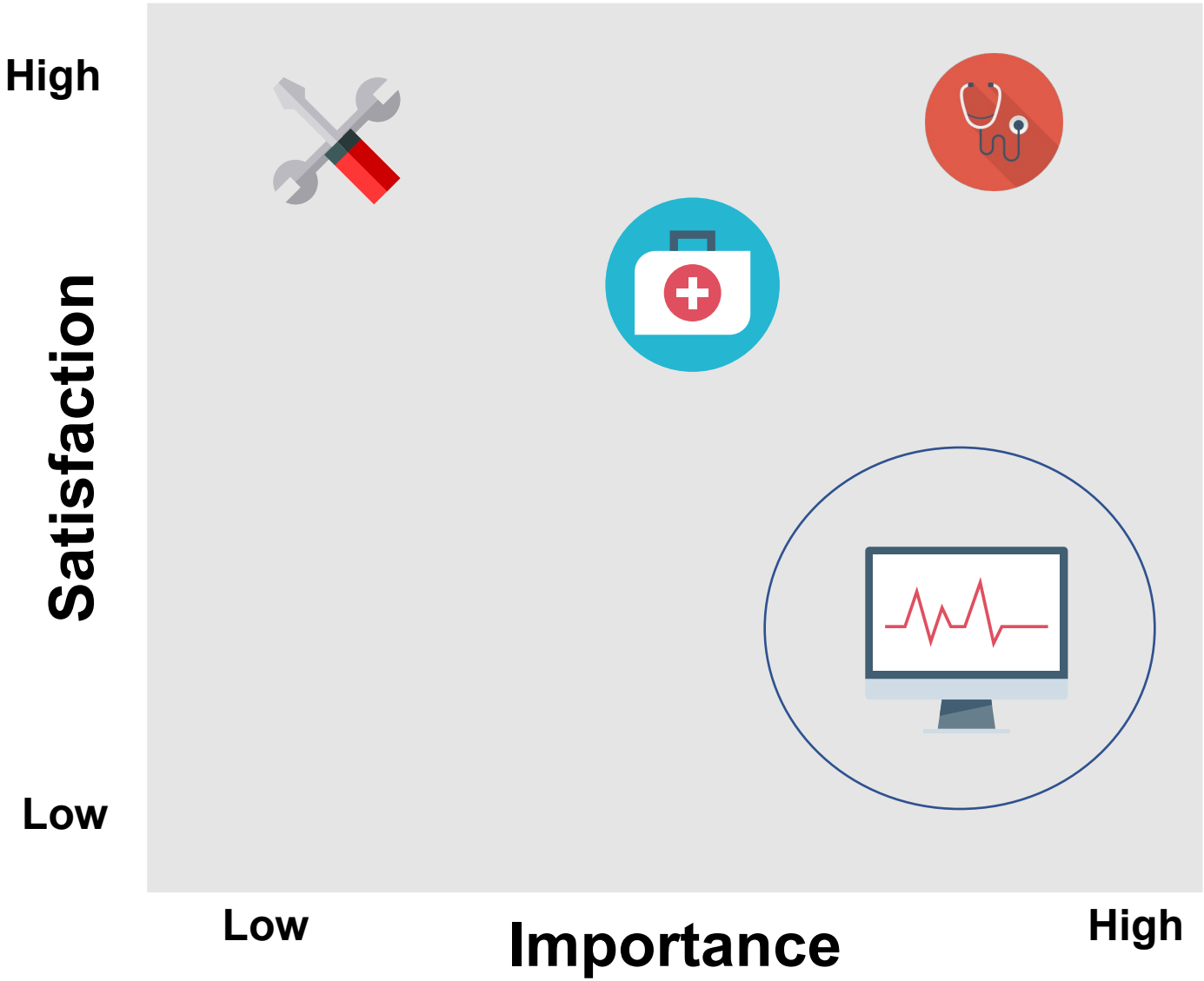
...how do customers prioritize their jobs.

The FIRST question to *explore in the discovery process…*

Are you going

after a top priority (underserved) job for the End User?

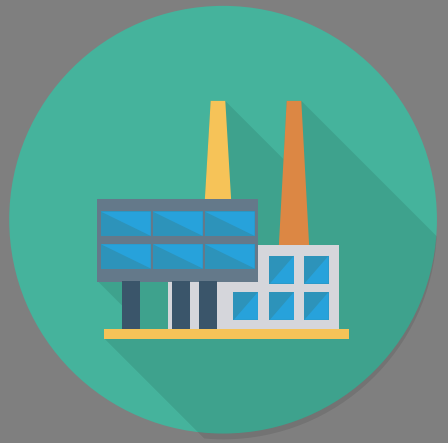
End User Jobs



Are you going

after a top priority (underserved) job for the Decision Maker?!

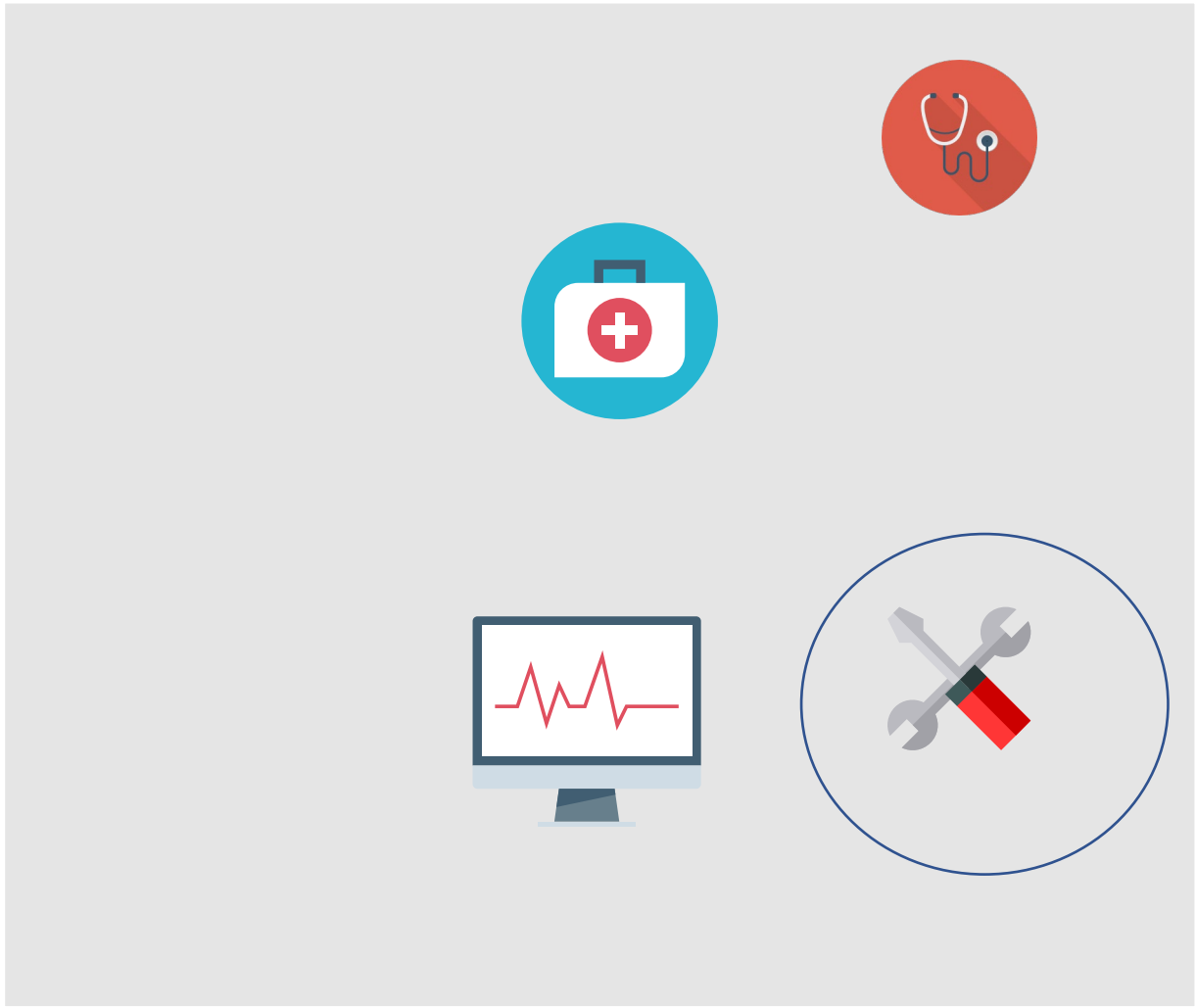
Company / Decision Maker Jobs



High

Satisfaction

Low



Under-served

Low

Importance

High

ACTIVITY 3

ACTIVITY 3

15 minutes
2 minute presentations
WORKSHEETS 4 - 7