

Lecture 7

Job Trees – Competition

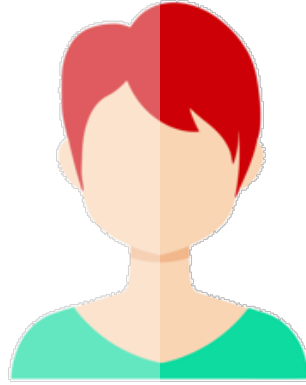


In-Kind Competition

Who looks like you?

Who serves the same "job"

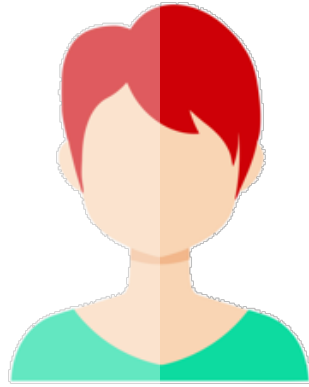
End User



Job

Eat pizza during
lunch break

End User



Job
Eat pizza during
lunch break



*Competing
Jobs*



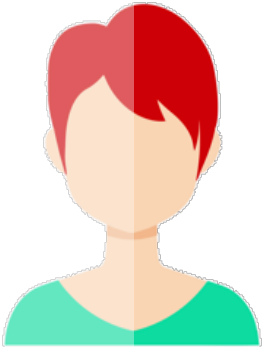
In-Kind Competition

Who looks like you?

Who serves the same "job"

DIRECT

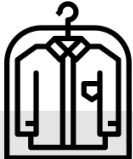
Customer Jobs



High

Satisfaction

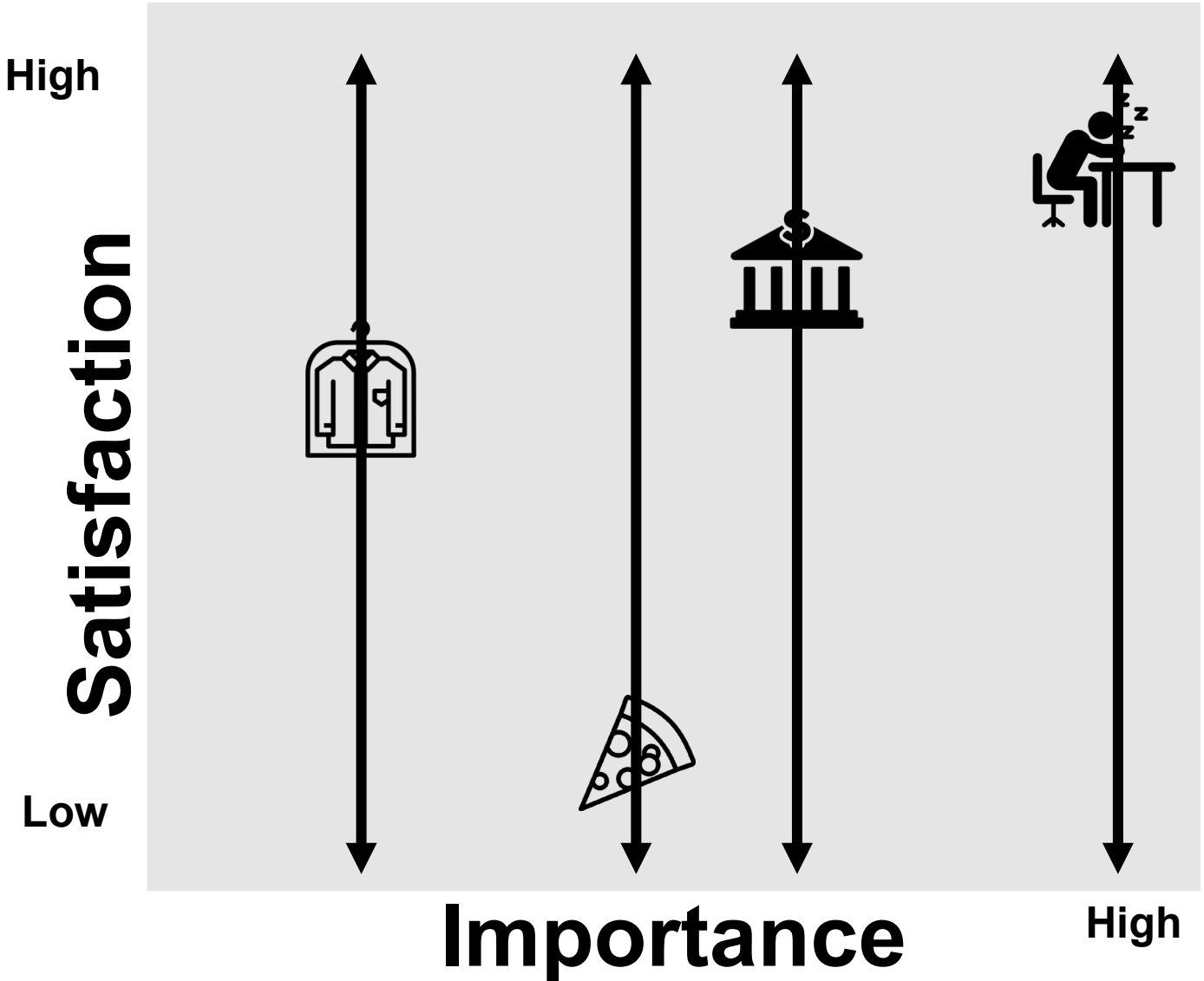
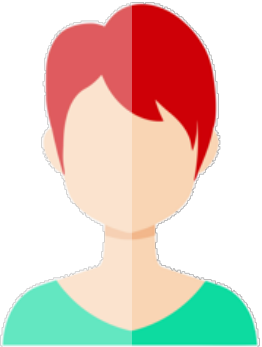
Low



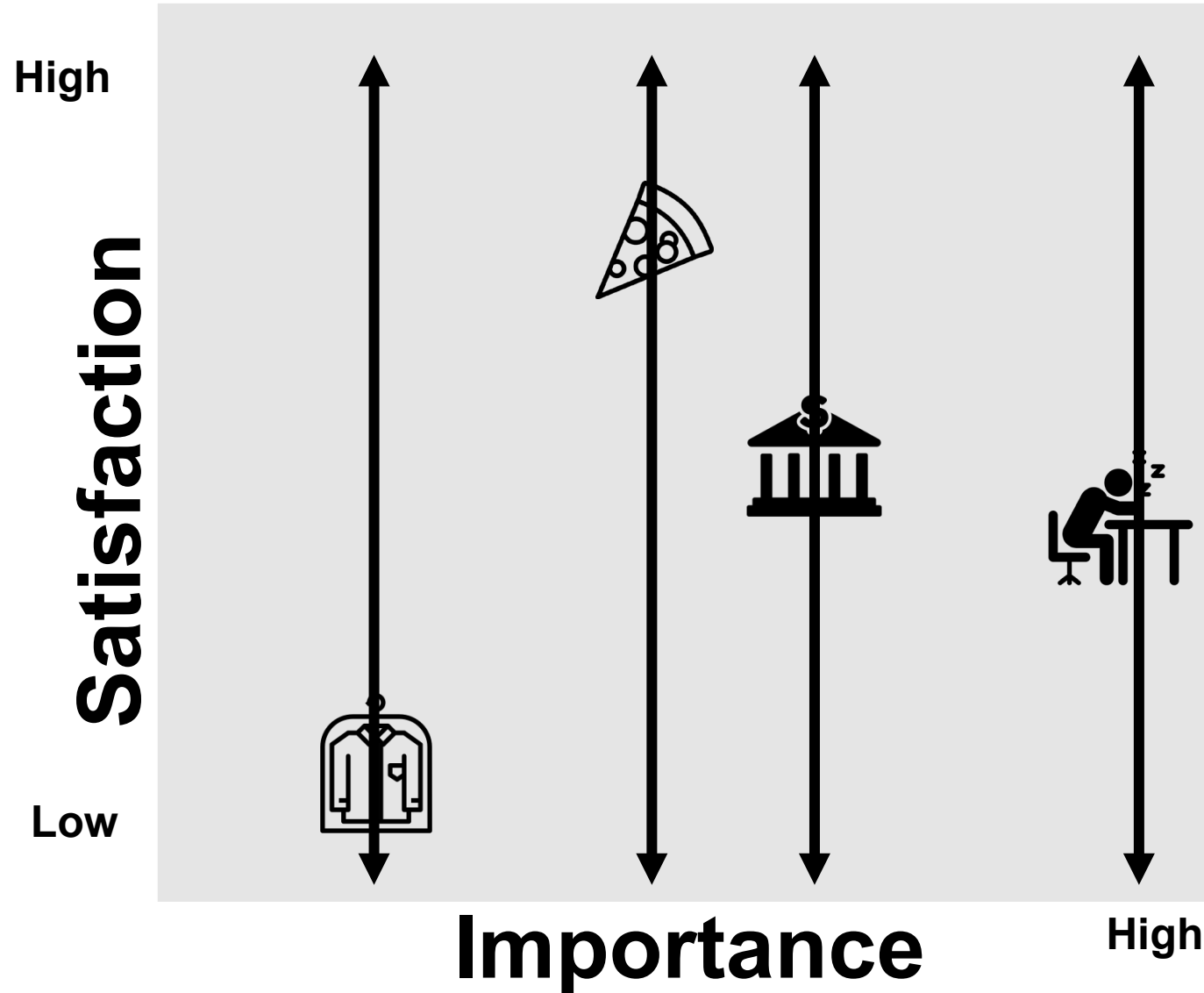
Importance

High

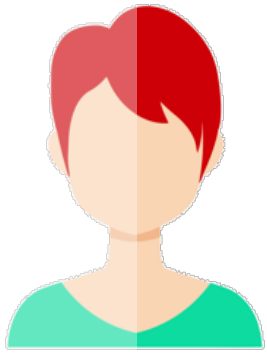
Customer Jobs



Customer Jobs



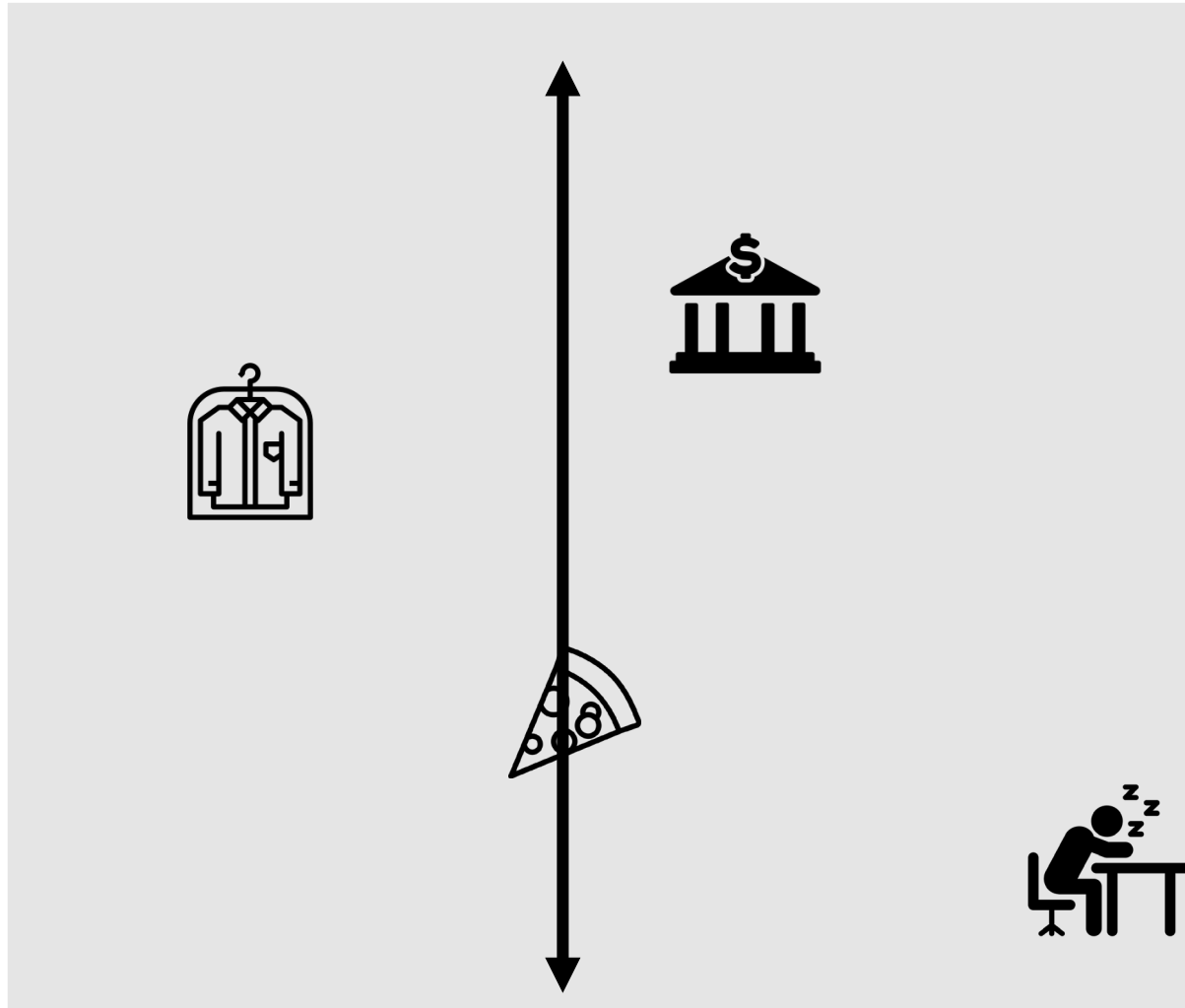
Customer Jobs



High

Satisfaction

Low

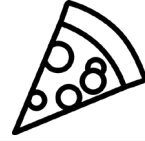
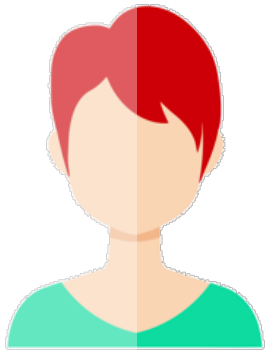


Importance

High



Customer Jobs



High

Satisfaction

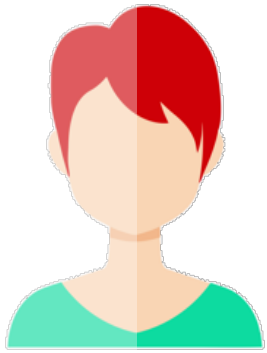
Low



Importance

High

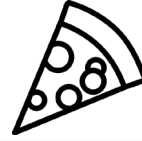
Customer Jobs



High

Satisfaction

Low



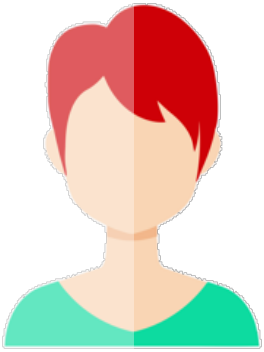
You WIN!



Importance

High

Customer Jobs



High

Satisfaction

Low

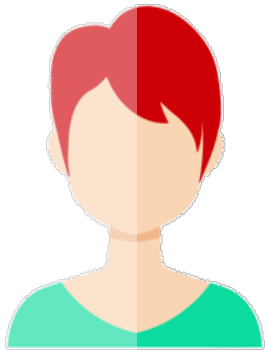


You WIN!
BUT WHY?



Importance

High



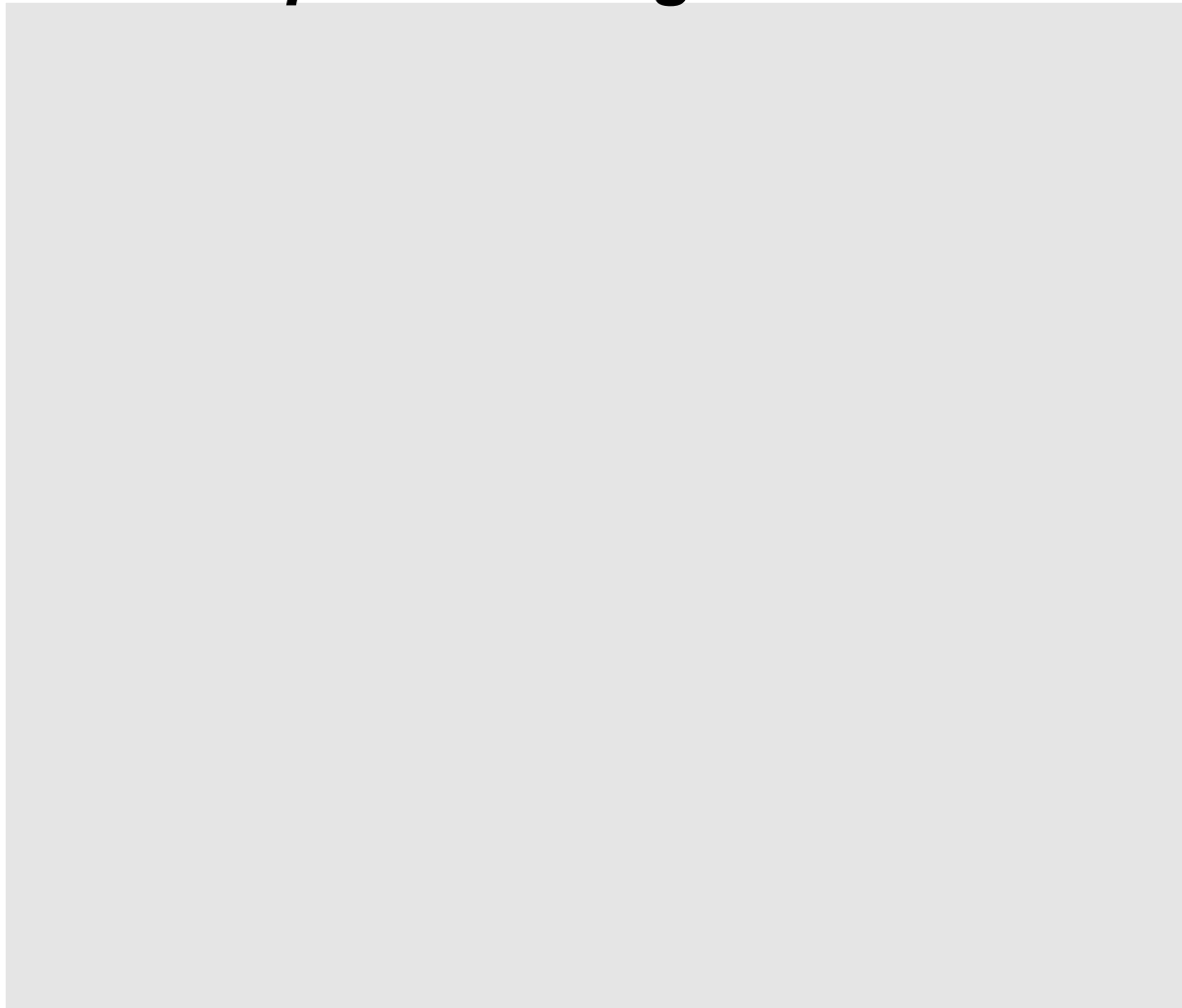
Solution Criteria for THIS JOB!

Eat pizza during lunch break

High

Satisfaction

Low



Importance

High

Maximize Toppings

Maximize Type Variety

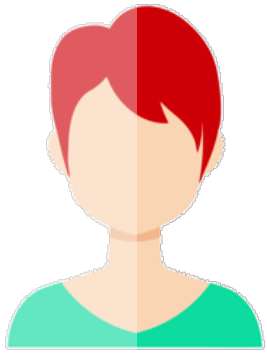
Maximize Size Variety

Maximize Cheese

Minimize Waiting Time

Minimize Cost





Solution Criteria for THIS JOB!

Eat pizza during lunch break

High



Maximize
Type
Variety

Maximize
Toppings

Satisfaction

Maximize
Cheese

Maximize
Size
Variety

Minimize
Cost

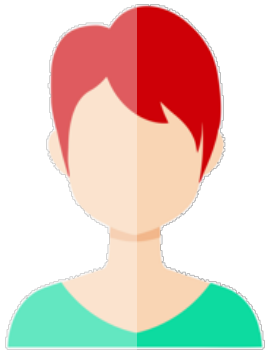
Minimize
Waiting
Time

Low

Importance

High





Solution Criteria for THIS JOB!

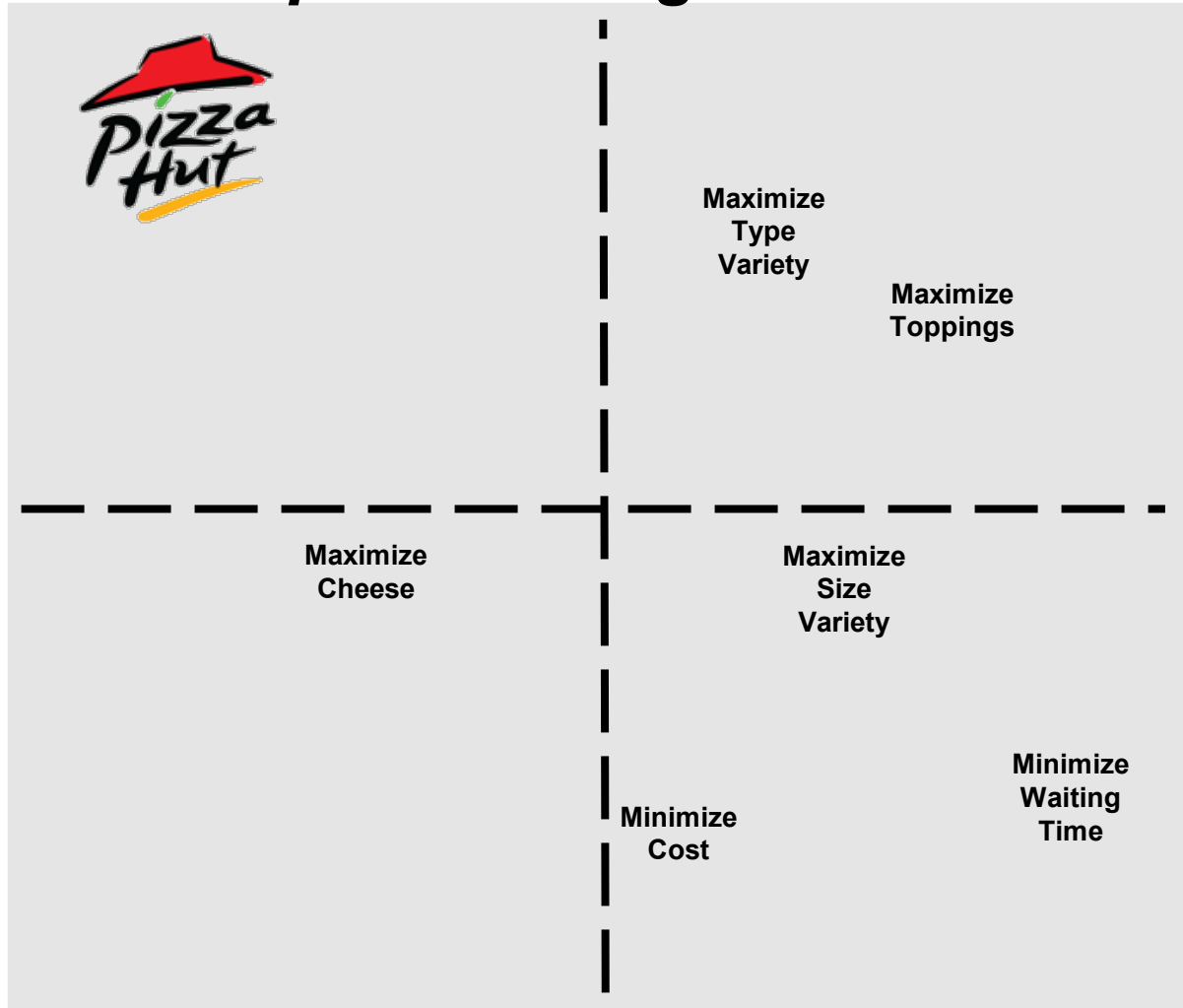
Eat pizza during lunch break



High

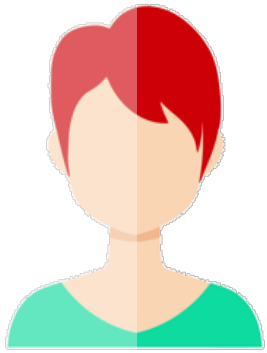
Satisfaction

Low



Importance

High



Solution Criteria for THIS JOB!

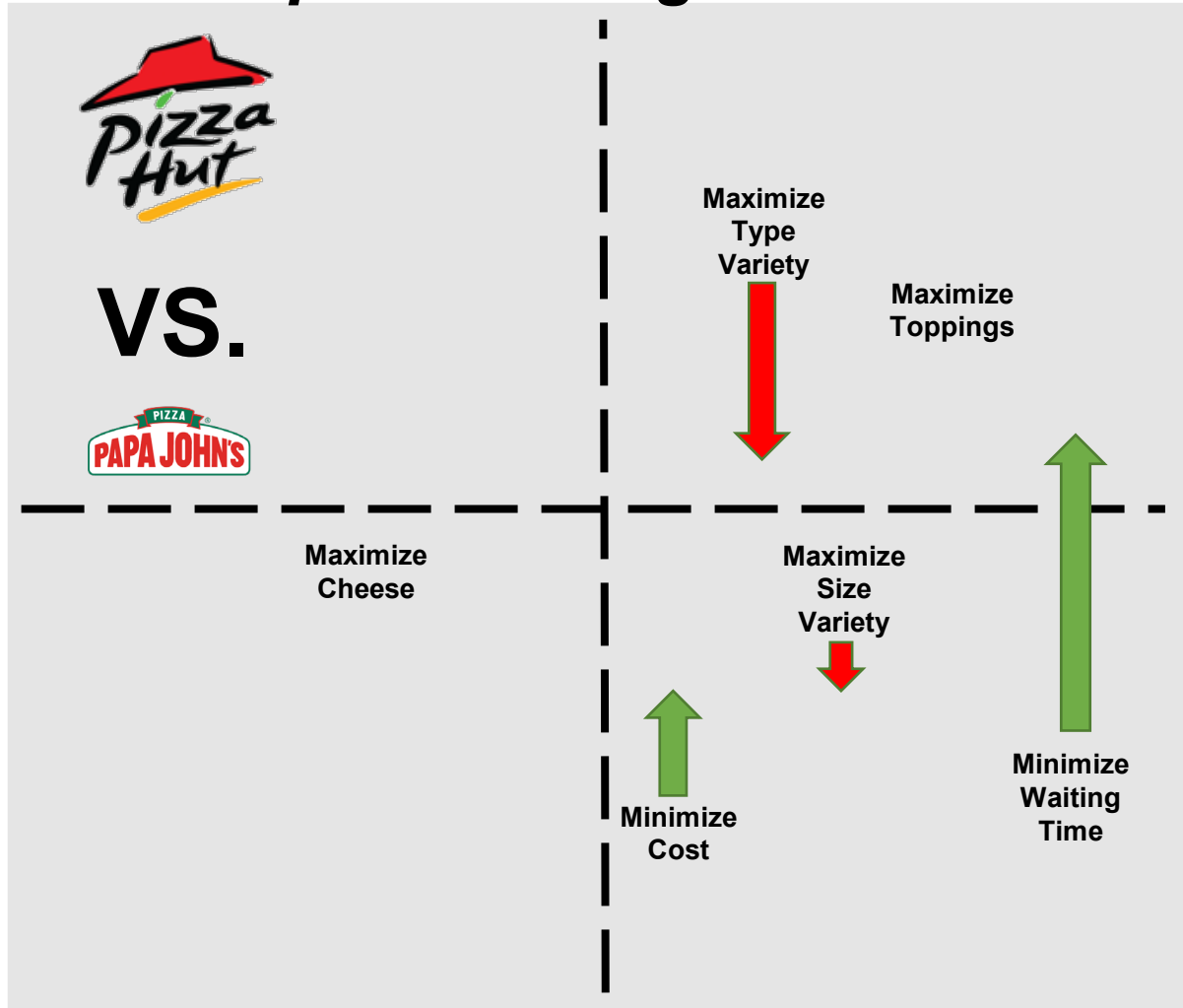
Eat pizza during lunch break



High

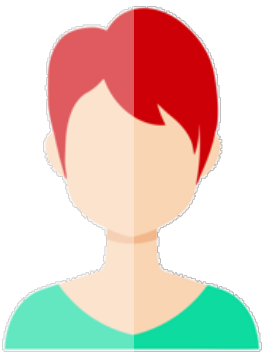
Satisfaction

Low



Importance

High



Solution Criteria for THIS JOB!

Eat pizza during lunch break

High



VS.



Maximize
Type
Variety



Maximize
Toppings



Satisfaction

Maximize
Cheese



Maximize
Size
Variety

Minimize
Waiting
Time



Minimize
Cost

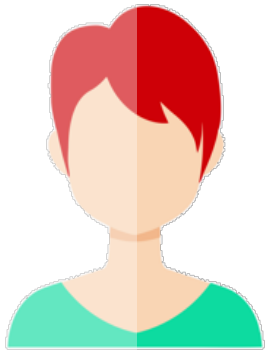


Importance

High

Low





Solution Criteria for THIS JOB!

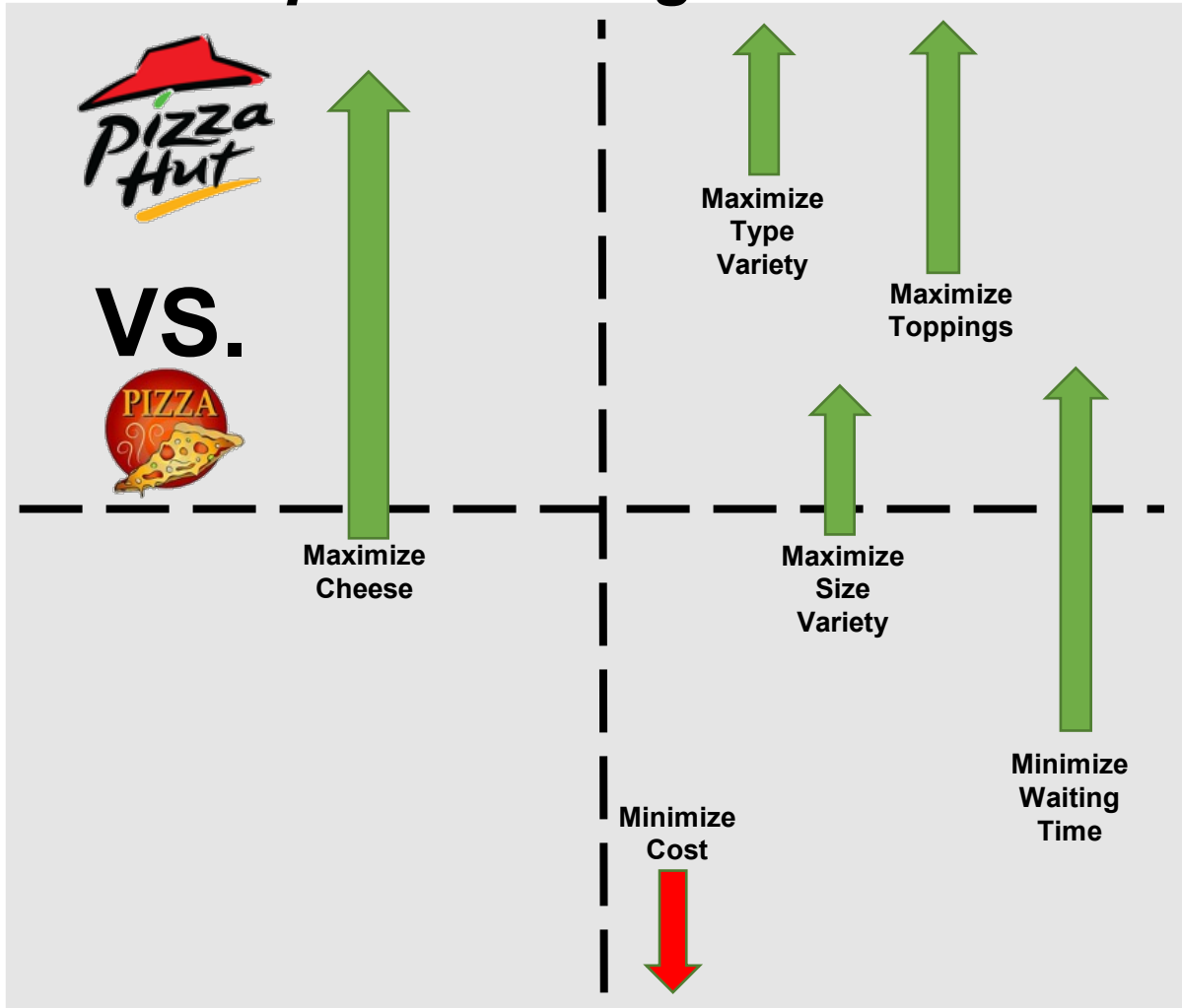
Eat pizza during lunch break



High

Satisfaction

Low



Importance

High

In-Kind Competition

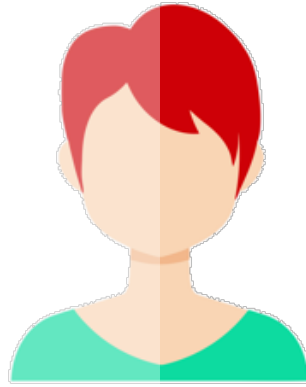
Who looks like you?
Who serves the same "job"

DIRECT



INDIRECT

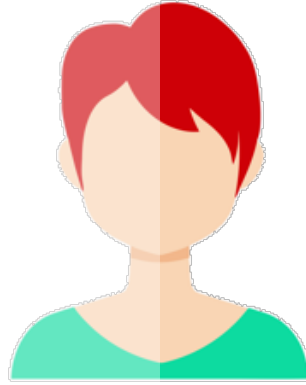
End User



Job
*Eat pizza on
lunch break*



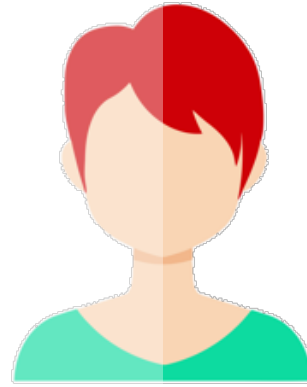
End User



Job
*Eat food on
lunch break
because
I AM HUNGRY*



End User

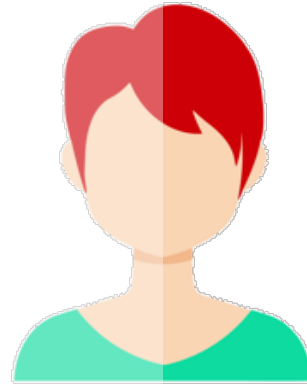


Job
*Eat food on
lunch break
because
I AM HUNGRY*



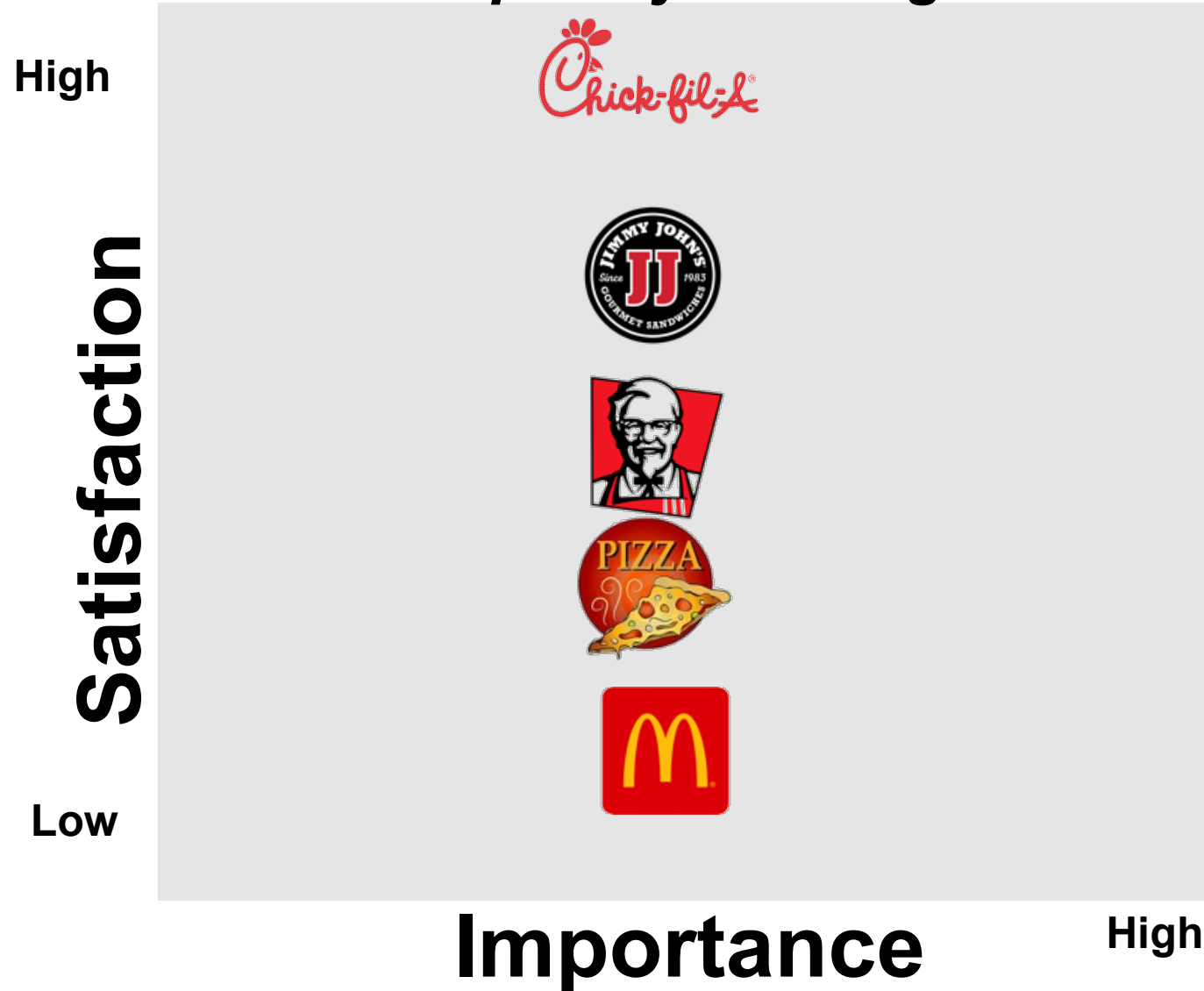
End User

Job
Eat food
QUICKLY on
lunch break
because
I AM HUNGRY
& **I AM IN A**
HURRY

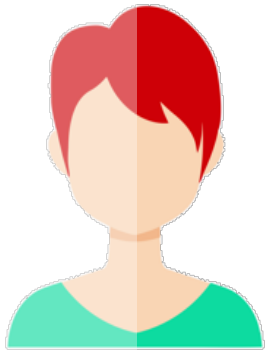


Customer Jobs – Indirect!

Eat quickly on the go



Level of satisfaction is driven by the **SOLUTION** being used. **IMPORTANCE** is NOT affected.



Customer Jobs – Indirect!

Eat quickly on the go

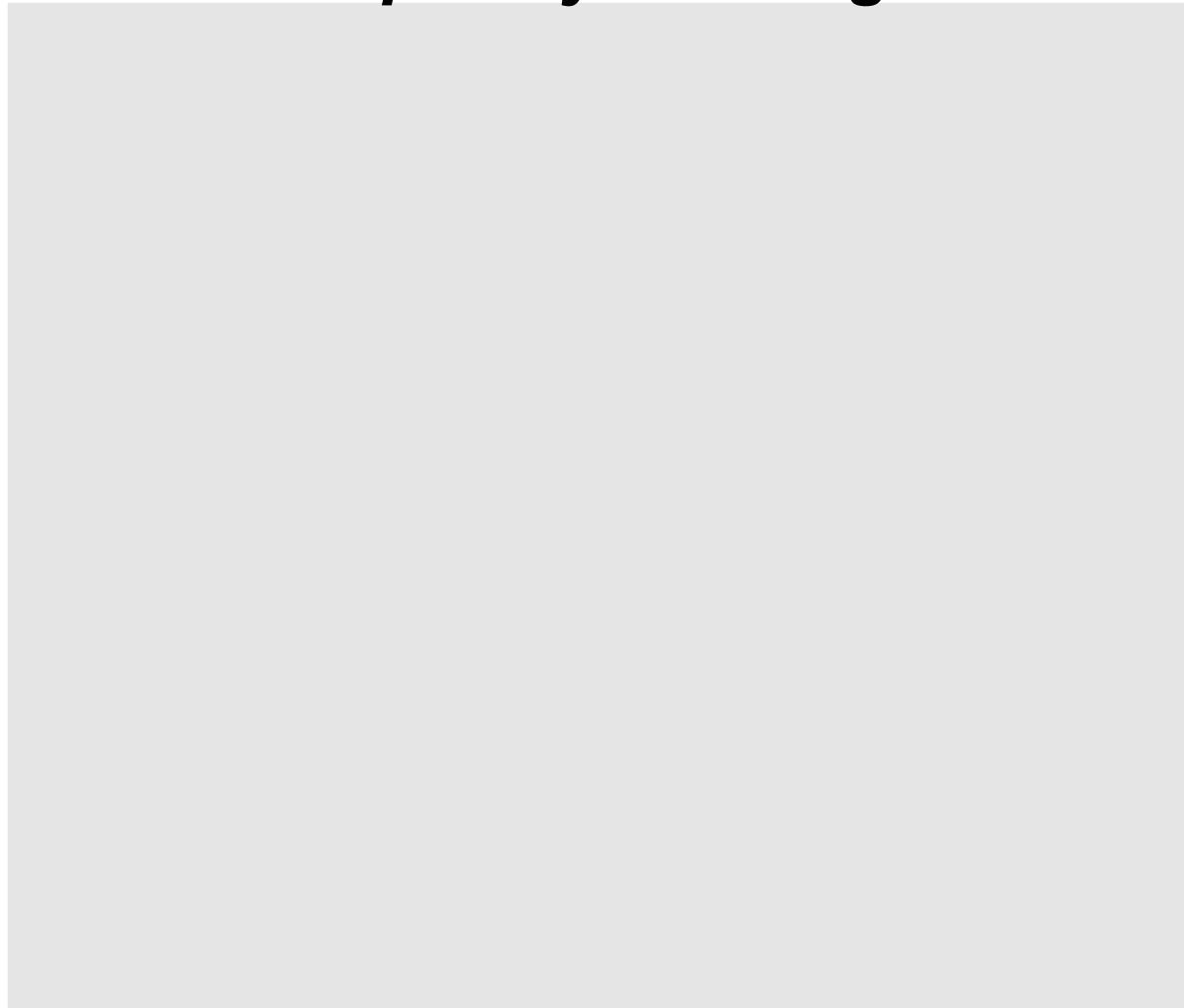
Where will these criteria be located for EACH of the possible solutions?



High

Satisfaction

Low



Importance

High

Maximize Variety

Minimize Calories

Maximize Happiness

Maximize Nutrition

Minimize \$ Cost

Minimize Time

Minimize Distance

Maximize Loyalty Rewards

Maximize Variety

OTHERS...

Understanding Job Level - Example



Solutions

- A
- B
- C
- etc.

Decision Criteria used to "choose"



- A
- B
- C
- etc.



Understanding Job Level - *Example*

Jobs

Solutions



Cleanroom Manager

- Meet or exceed ISO-14644-1 Class ISO 4
- Enable >4 hours of continuous operator shifts
- Increase operator self-thermoregulation
- Allow Purdue-Pegboard level operator dexterity
- Reduce operator preparation time to <7 minutes
- Reduce lifecycle cost of protection to <\$\$\$\$
- Enable “organic” management of cleanroom SOP and equipment

Prevent clean room contamination by people

- A
- B
- C
- etc

Decision Criteria used to “choose” a human contamination solution.

Our new garment

Existing Disposables

Existing Reusables

Understanding Job Level - Example

