



Jobs-to-be-done framework and testing your assumptions

Zbignev Gecis

Product owner & UX Engineer

It's not how you **talk** about
your business, it's how
people **experience** it.



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User Research Methods

Behavioral

■ Usability Lab Studies

● ■ Eyetracking

■ Usability Benchmarking (in lab)

■ Moderated Remote Usability Studies

■ Unmoderated Remote Panel Studies

● Clickstream Analysis

● A/B Testing

● Etnographic Field Studies

■ Unmoderated UX Studies

● True Intent Studies

◆ Participatory Design

▲ Focus Groups

▲ Interviews

◆ Concept Testing

● Diary/Camera Studies

● Customer Feedback

◆ Desirability Studies

▲ Card Sorting

● Intercept Surveys

▲ Email Surveys

Attitudinal

Qualitative (Direct)

Quantitative (Indirect)

● Natural use of product

■ Scripted use of product

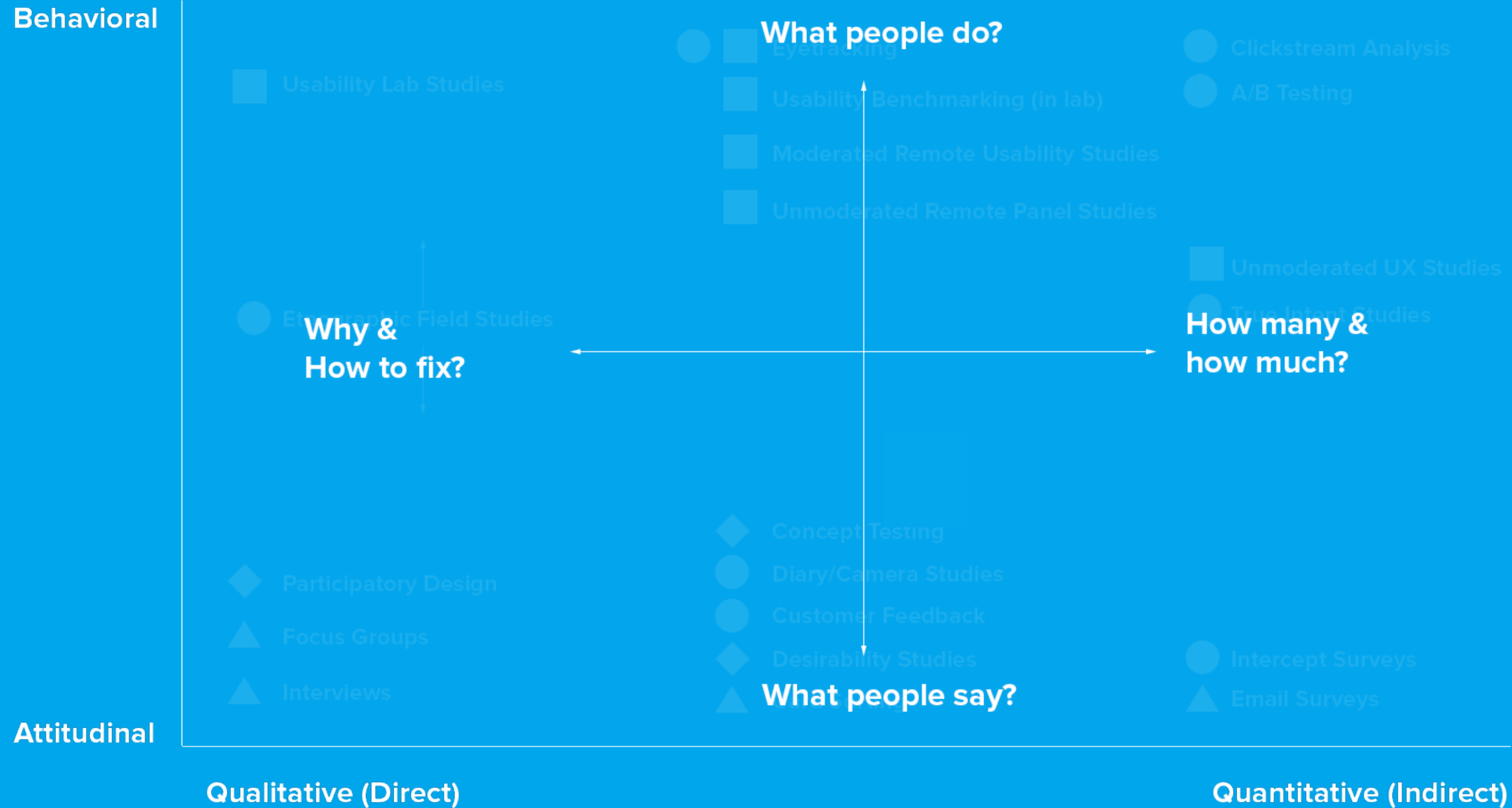
▲ Not using product

◆ Hybrid



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User Research Methods



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What job your product
is hired to do?



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Cut the grass



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Keep grass low & beautiful



Cut the grass

or



Grass seed that
never needs to be cut



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The Jobs to be Done framework
emerged in the early 1990s as a helpful
way to look at customers motivations
rather than customer attributes

Main people: Tony Ulwick, Clayton Christensen, Bob Moesta



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User Persona



Meet Jack,
unicorn, 32
years old...



User Stories

As a _____, I want to _____, so I can _____



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Job Stories

When _____, I want to _____, so that _____



User Stories

As a 32 years old PO, I want to eat something tasty when I'm hungry, so I don't feel hungry anymore.

Job Stories

When I've only got 2 min to stave off hunger between meetings, I want to grab something that be quick & easy to eat, so that I can stave off hunger until dinner time



1. Identify Jobs Customers Are Trying to Get Done

Field studies, diary studies, surveys, data mining, or analytics
(Qualitative and Quantitative techniques)



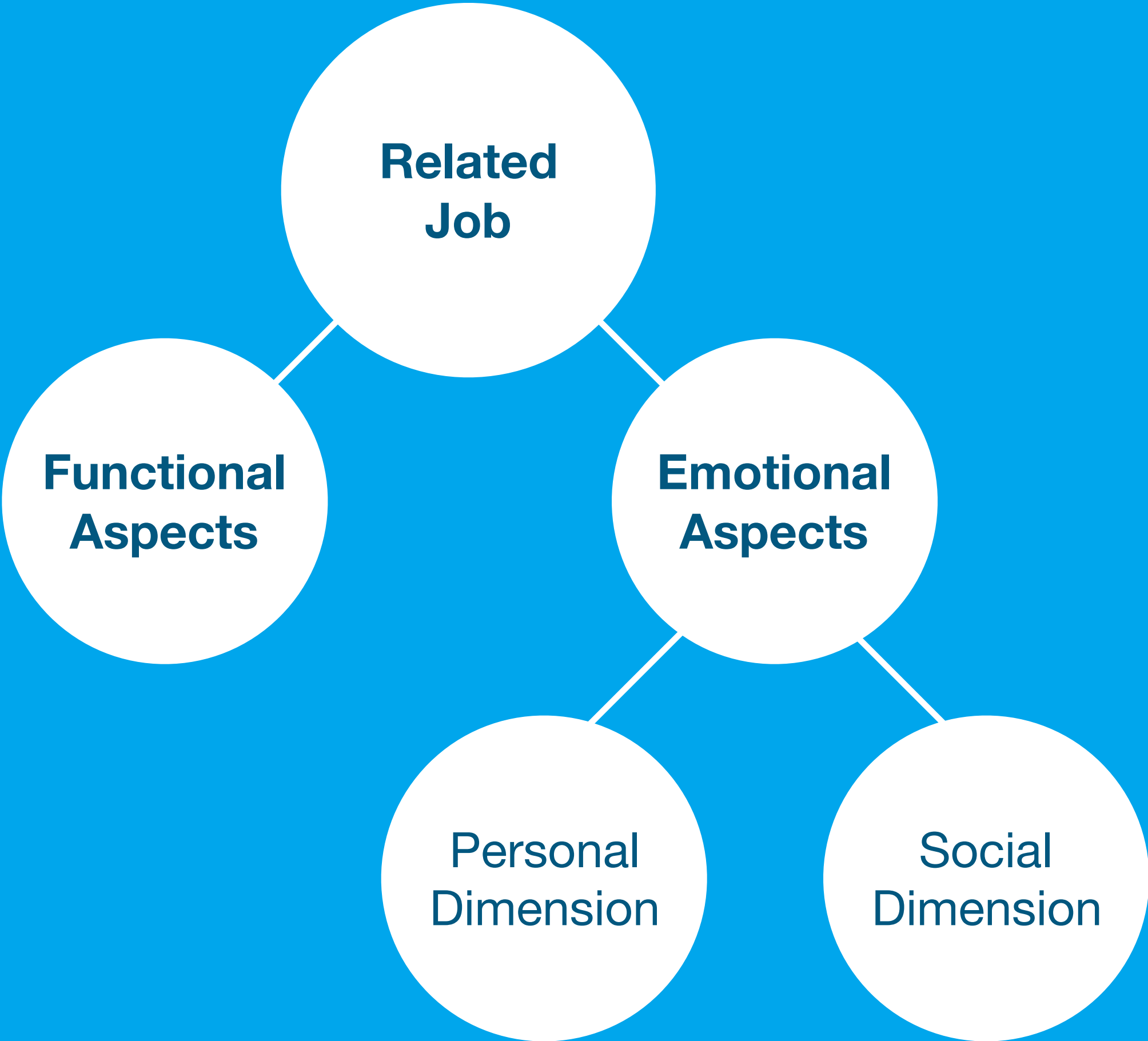
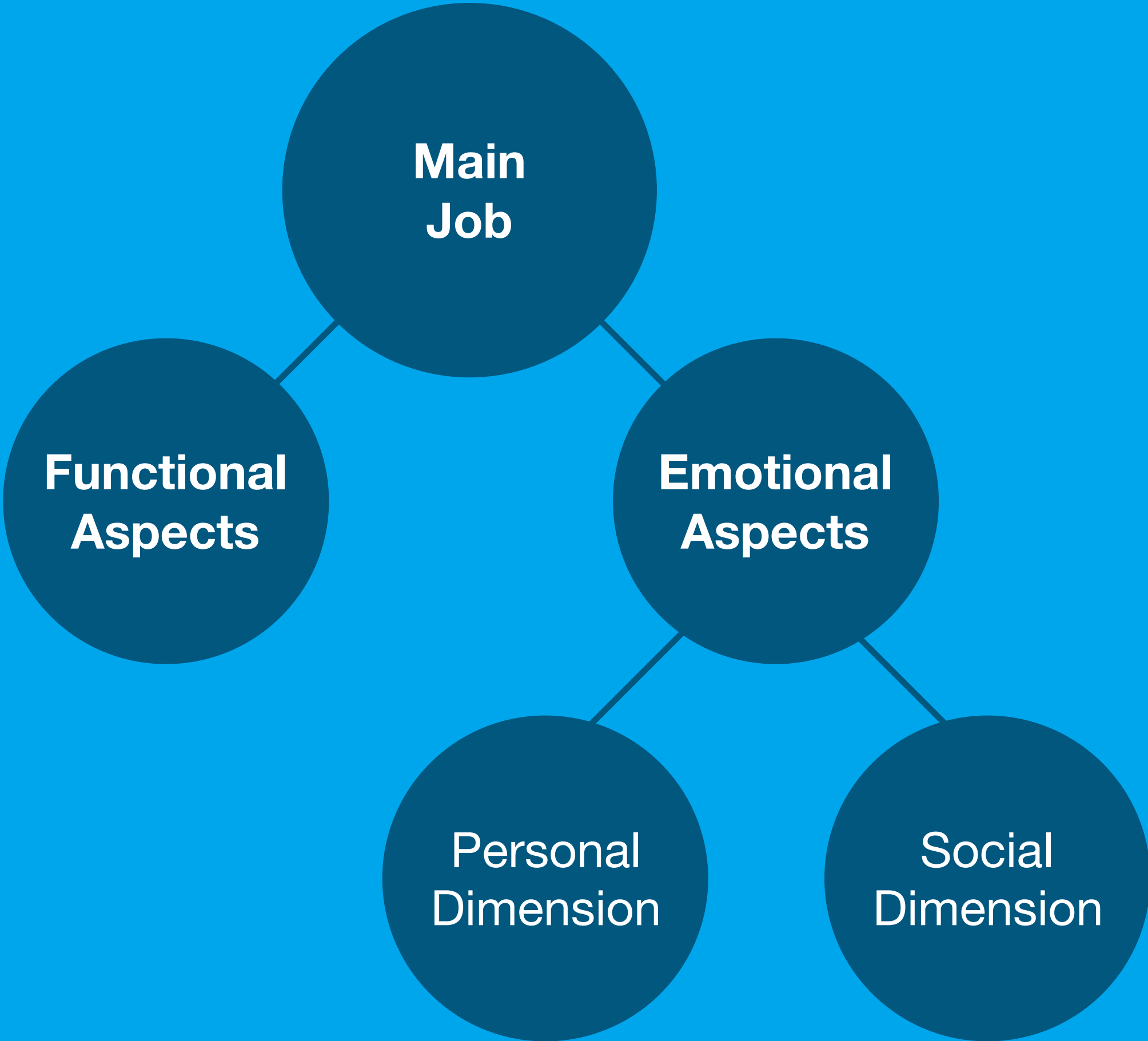
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Milkshake story



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Categorize the Jobs to be Done



JTBD statement

Action + object + context

Verb

Transport

Object of the verb

me and my belongings

Contextual modifier

via the ground

Example of object of the verb

For example, from my temporary work location to my hometown



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List the JTBD's Related Outcome Expectations

There are 4 types of outcome expectations:

1. Desired outcomes customers want to achieve.
2. Undesired outcomes customers want to avoid.
3. Desired outcomes providers want to achieve.
4. Undesired outcomes providers want to avoid.



JTBD Outcome Statement

Improvement + measure + object of control

Direction of
improvement

Minimize

Unit of measure

jerking motion

Object of control

of me and my belongings

Contextual clarifier

while riding a bus

Example of object of control

For example, bumping up and
down or jerking left or right



2. Prioritize the JTBD Opportunities

Surveys, data mining, analytics
(Quantitative techniques)



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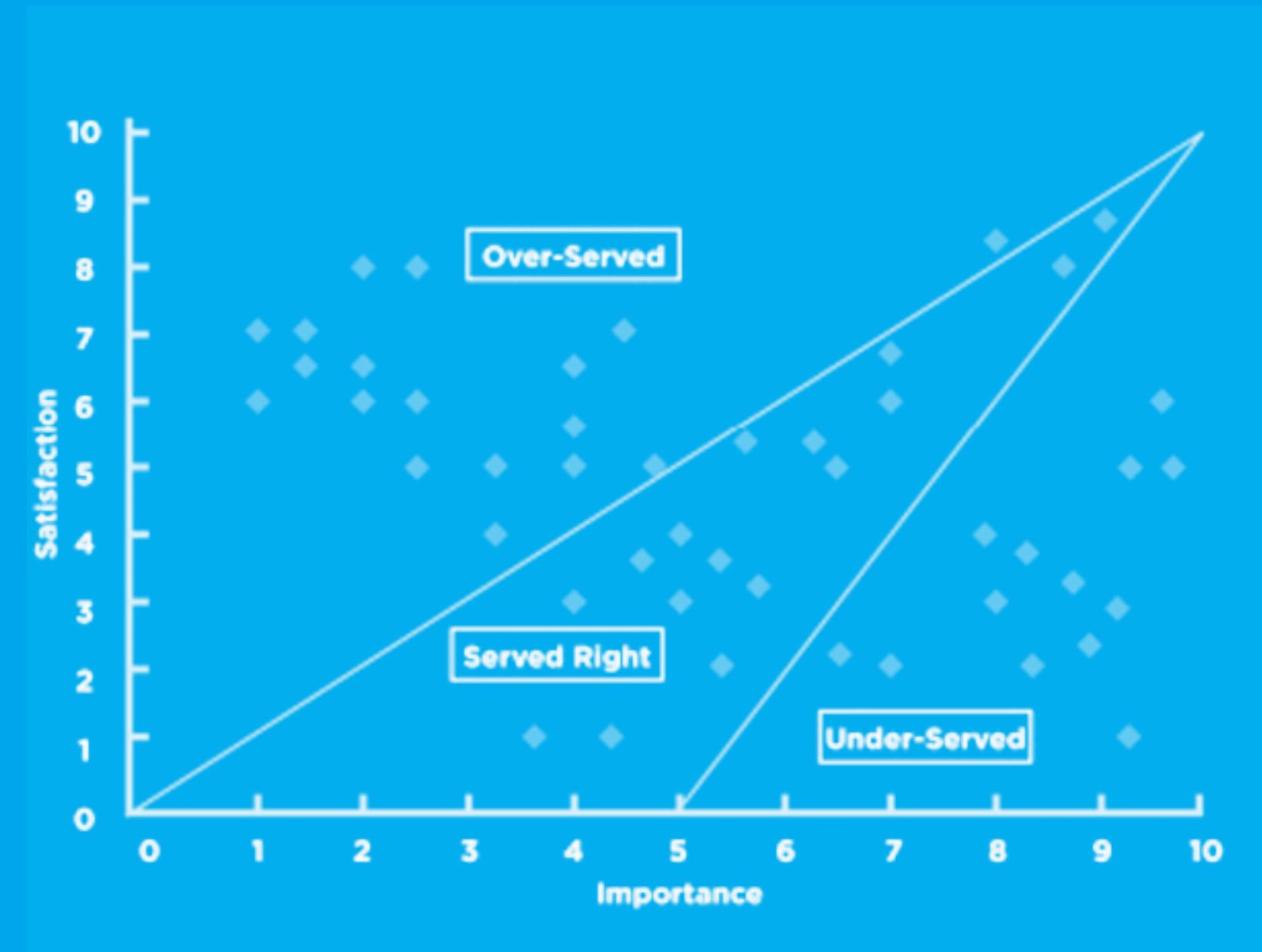
Likert Scale

What is your experience with X ?

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
1	2	3	4	5

How important is X ?

Not important	Somewhat Important	Quite Important	Very important	Extremely important
1	2	3	4	5



3. Do the job...

Card sorting, field studies, participatory design,
paper prototype, and usability studies, desirability studies, customer emails

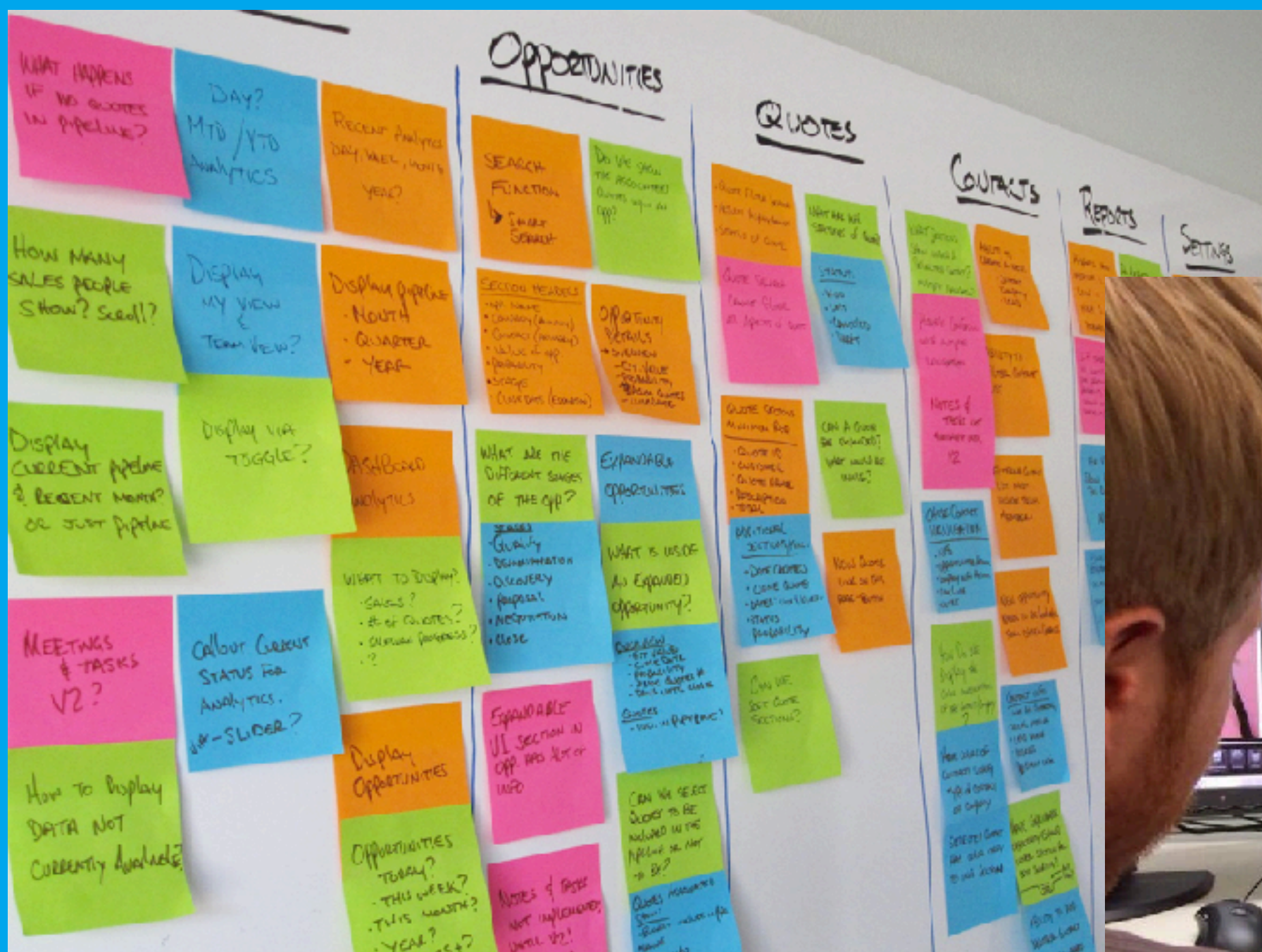
(Qualitative techniques)



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Card sorting

Usability testing



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4. Evolve

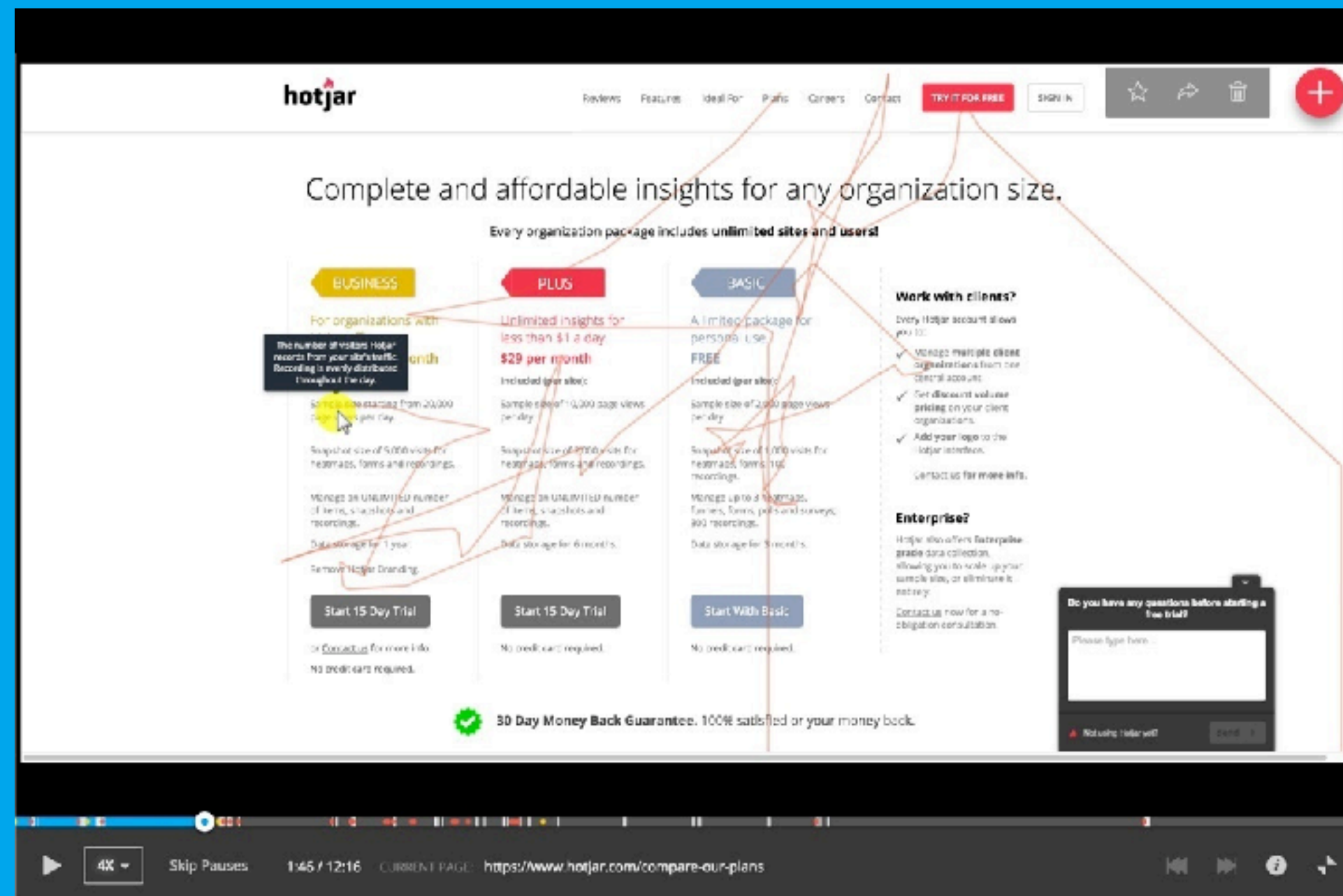
Usability benchmarking, online assessments, surveys, A/B testing

(Quantitative techniques)

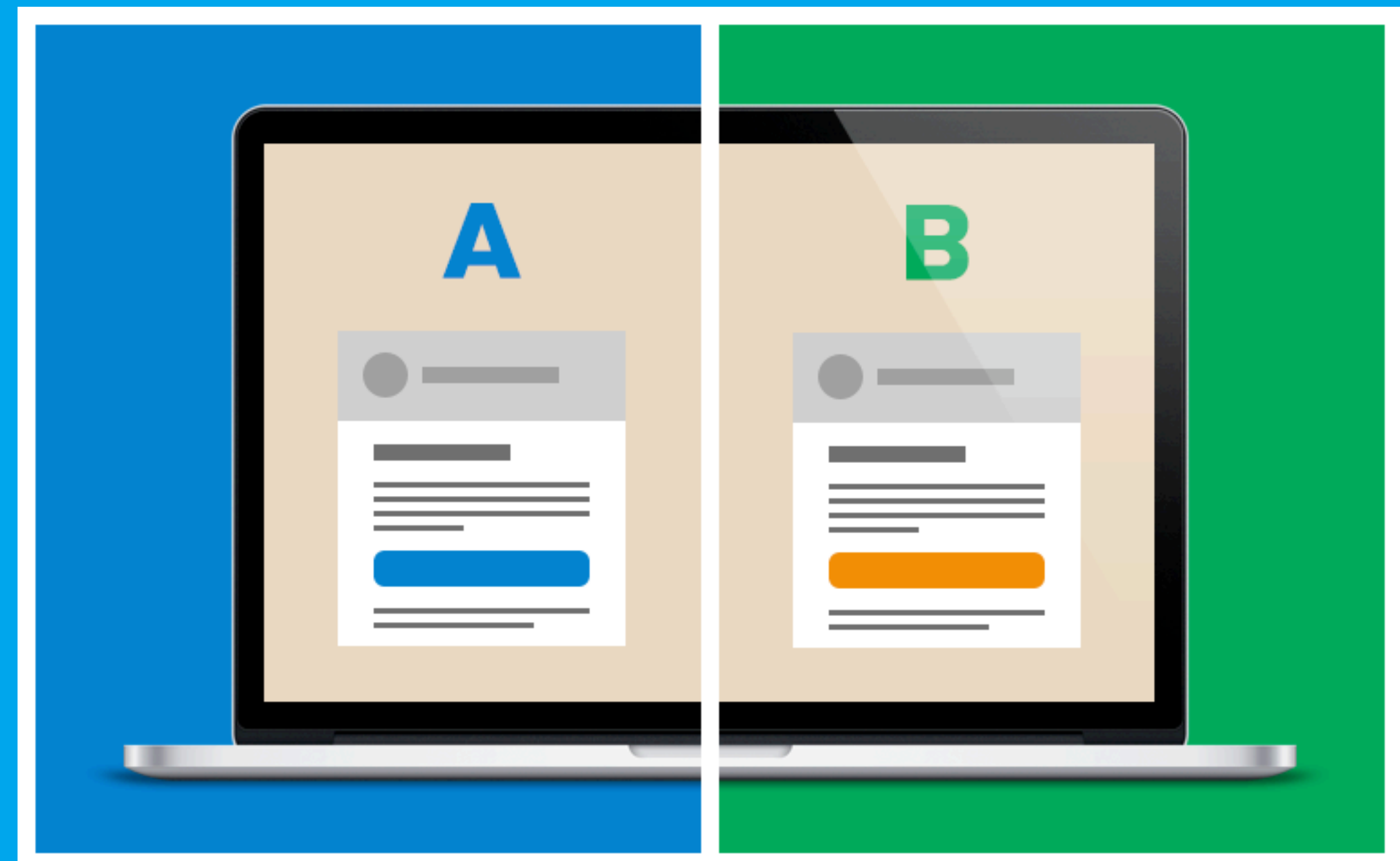


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[HotJar.com](https://hotjar.com) / inspectlet.com



A/B Testing: optimizely.com , Google Analytics



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Thank You

[zgecis@lighthouse.network.com](mailto:zgecis@lighthouse.network)



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