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| **JOB TO BE DONE** | **WHEN…** Travelling in the car **I WANT TO…** keep myself and passengers entertained **SO…** no one gets bored |
| **STEP** | 1. Plan | 2. Prepare | 3. Execute | 4. Monitor & Modify | 5. Conclude |
| **DESCRIPTION** | *Determining goals and objectives. Planning the approach. Assessing and selecting which resources are necessary or available to complete the job.* | *Locating and preparing the inputs to do the job. Inputs might be physical (e.g. tools, objects) or non-physical (requirements). Setting up the environment and verifying that the preparation is complete before executing.* | *Carrying out the job* | *Monitoring how the job is going and whether it is being successfully executed or not. Altering the job to improve execution.* | *Finishing the job. Evaluating the overall success of the job and preparing to repeat it.* |
| **JOBS** What are the related jobs to be done?What is the customer trying to get done at each step? | * Assess options available e.g. CDs, radio, Podcasts, Tablet, SmartPhone
* Determine what might be acceptable for passengers  e.g. Music to play
 | * Agree chosen option with passengers
* Collect media e.g. CDS, DVDs, MP3 player
* Set-up option e.g. connect phone via Bluetooth
* Choose music or audio to play e.g. album, podcast, radio, playlist
* Test set-up e.g. correct volume
* Adjust set-up e.g. Bass, balance
 | * Make audio louder / quieter
* Pause audio
* Change audio e.g. track, station
* Mute audio e.g. phone call
* Get information about track / item (e.g. artist)
 | * Verify that the selected music is being played
* Change music or audio
* Change playlist e.g. tracks
* Change set-up e.g. balance
 | * Switch off audio / video
* Evaluate choice of music / audio
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| **SUCCESS CRITERIA**How will customers evaluate possible solutions? | **POSSIBLE SOLUTIONS**What solutions can the customer potentially use to get the job done? |
| **FUNCTIONAL CRITERIA**What are practical & objective criteria for possible solutions? | **EMOTIONAL CRITERIA**How does the customer want to feel? | **SOCIAL CRITERIA**How does the customer want to be perceived by others? | * Conversation
* Radio
* CDs / MP3s / Streaming music
* DVDs (aside from driver)
* Podcasts / Audio books
* In-car games e.g. snooker
* Books and magazines (aside from driver)
* Smartphone (aside from driver)
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| * Won’t be unduly distracting
* Will last for the duration of the journey
* Appropriate for passengers (e.g. no swearing with children)
* Doesn’t induce travel sickness
* Not too expensive e.g. in-built DVD screens
 | * Entertained
* Educated e.g. Podcasts, Talk radio
* Distracted (but not too much)
 | * Considerate – Find a solution that is acceptable for all passengers
* Not too much screen time for children
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| **PAIN POINTS**What pain points exist for current solutions? | **OPPORTUNITIES**What opportunities exist for better completing the job to be done? |
| * Having to keep hands on wheel so hard to access controls
* Passengers want different options
* Have to keep changing audio set-up e.g. balance
* Hard to set-up in-car technology e.g. Bluetooth
* Hard to hear Sat Nav directions with music or audio playing
* Some options (e.g. reading) have potential to induce car sickness
* Too little choice e.g. radio stations
* Too much choice e.g. MP3 catalogue
* Unable to find desired audio/music e.g. artist, album name
* Noisy environment
* No track / item information e.g. radio
 | * Different music or audio for passengers e.g. front speakers, rear speakers
* Audio books & podcasts
* Interactive in-car games
* Voice control so that hands don’t have to be taken off the wheel
* Gesture based controls e.g. next, prev
* Retractable audio / video lead e.g. 3.5 mm to avoid having to set-up Bluetooth
* Match playing time to estimated journey time (via Satnav)
* Simple set-up wizard e.g. Bluetooth
* Intelligent music / audio selection (e.g. like Alexa – play artist, album or genre)
* Intelligent volume e.g. increase at speed, decrease for Sat Nav instructions
* Noise cancelling audio
* Show information about current audio e.g. Name, artist
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