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| **JOB TO BE DONE** | **WHEN…**  **I WANT TO…**  **SO…**  |
| **STEP** | **1.**  | **2.** | **3.**  | **4.**  | **5.**  |
| **DESCRIPTION** |  |  |  |  |  |
| **JOBS** What are the related jobs to be done?What is the customer trying to get done at each step? |  |  |  |  |  |
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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? |  |
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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? |
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