|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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? |  |  |  |  |  |
|  | | | | | |
| **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? |  | | |
|  |  |  |
|  | | | | | |
| **PAIN POINTS**  What pain points exist for current solutions? | | | **OPPORTUNITIES**  What opportunities exist for better completing the job to be done? | | |
|  | | |  | | |