



EntrepreneurshipInABox.com

INSIDER

Job to Be Done

- Innovation & Creativity Tools -





3. Collect Data

| Getting Job Done: | Before | During | After |
|---|--------|--------|-------|
| Observation: | | | |
| ▶ people in different situations who are trying to do a job | | | |
| ▶ processes, companies, technologies used by people to do a job | | | |
| Social Media: | | | |
| ▶ Facebook | | | |
| ▶ Twitter | | | |
| ▶ Quora | | | |
| ▶ Other | | | |
| ▶ Blogs | | | |
| Customers Interview & Meetings: | | | |
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| | | | |
| | | | |
| Marketing & Sales Department: | | | |
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| | | | |
| Data Analysis | | | |
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| | | | |
| | | | |



5. Categorize the Jobs to Be Done:

- ▶ Category 1: _____
- ▶ Category 2: _____
- ▶ Category 3: _____
- ▶ Category 4: _____
- ▶ Category 5: _____

6. Prioritize Jobs to Be Done Opportunities

