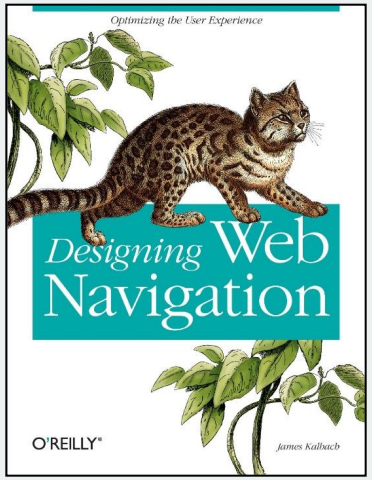
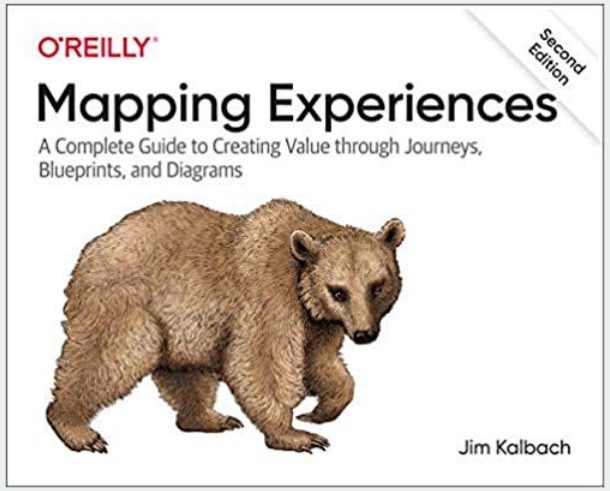
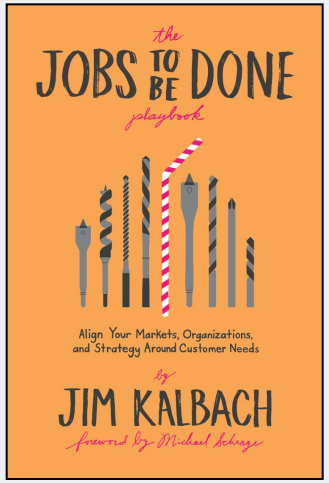
ACCELERATING JOBS TO BE DONE RESEARCH WITH AI

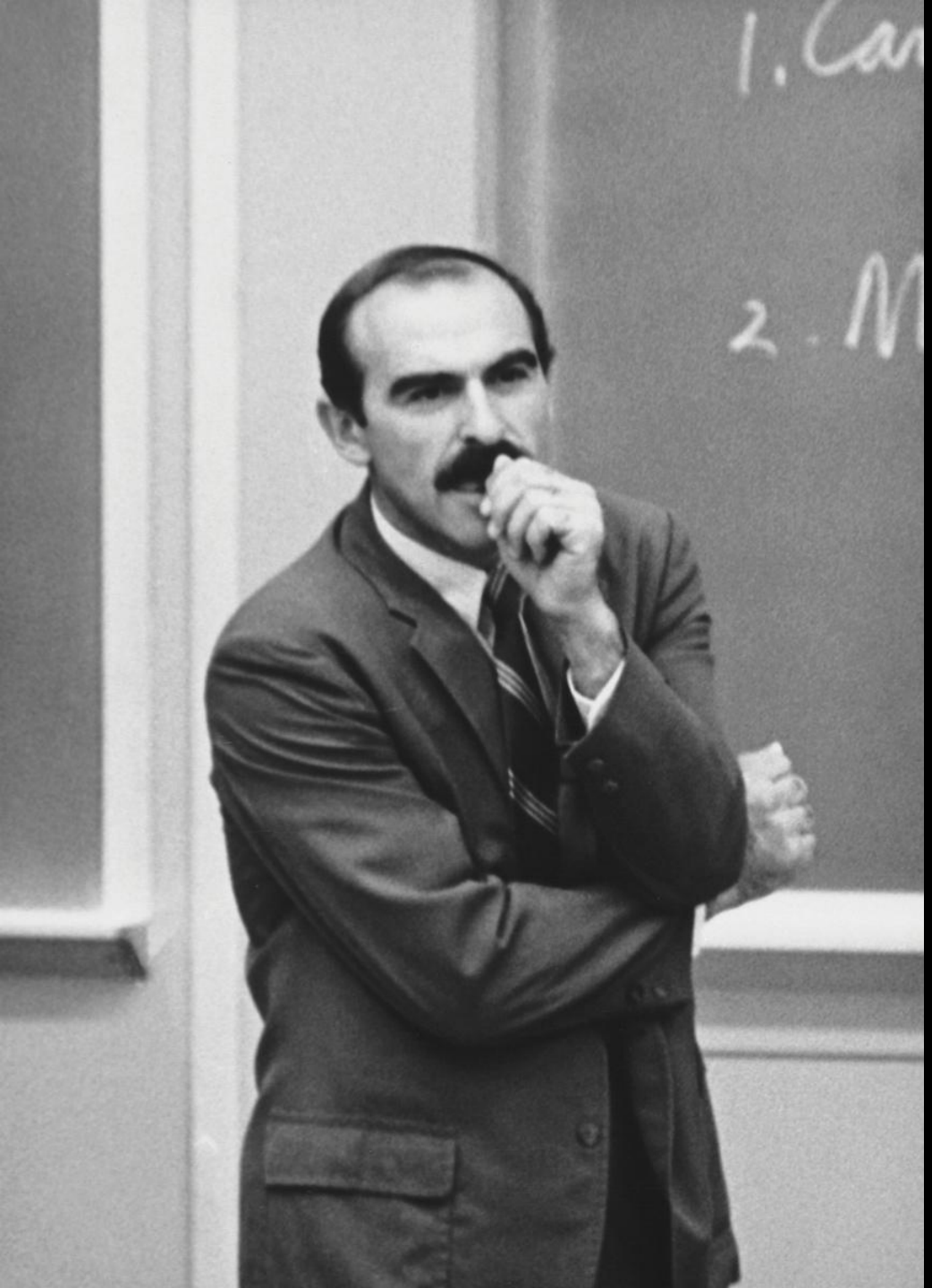
@JimKalbach







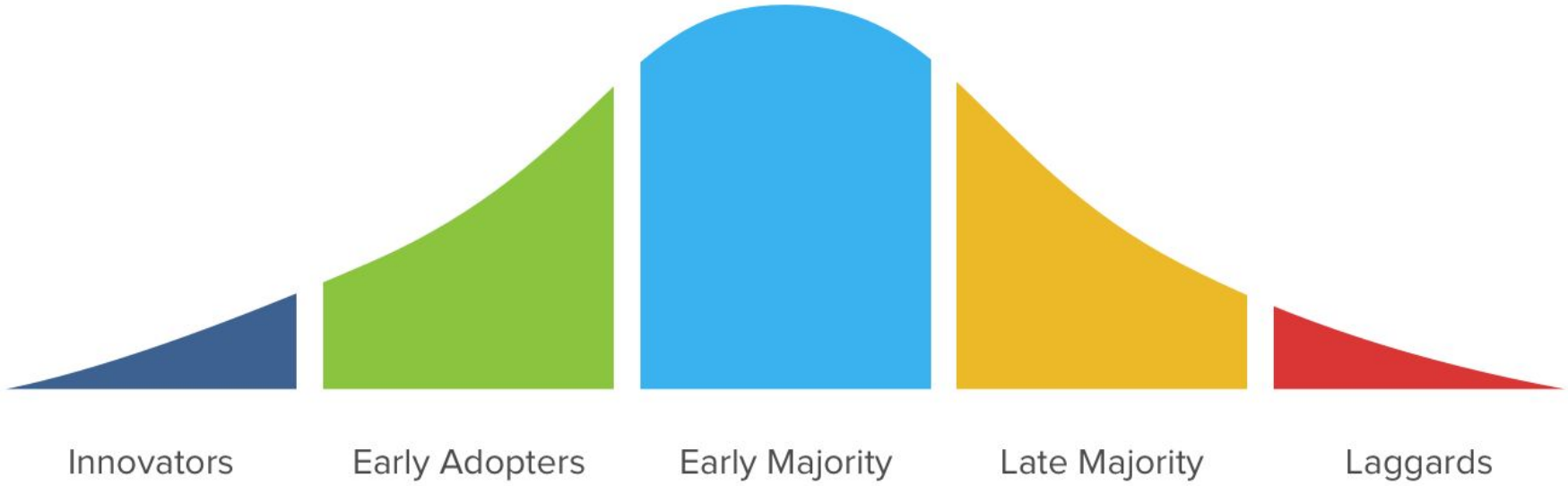
JTBD Toolkit
www.jtbdtoolkit.com



People don’t want a drill, they want a hole in the wall.

THEODORE LEVITT

JTBD PREDICTS ADOPTION



People “hire“ services that get a job done better.

WHAT‘S THE JTBD?

AI ACCELERATES JTBD

1. JTBD is solution agnostic
2. JTBD uses structured language and rules

JTBD CANVAS 2.0

What field or domain are you in?

Instructions and details: jtbd.tk/canvas

Job Performer

Who do you want to interview for?

Aspirations

What do they want to become?

Related Jobs

What else is relevant that the job performer trying to get done?

Target Job

Where do you want to innovate?

Job Steps

What is the process of getting the job done?

BEGINNING

Plan
Define,
Select,
Deterime...

Locate,
Gather,
Access,
Retrieve...

Prepare,
Set up,
Organize,
Examine...

MIDDLE

Confirm,
Validate,
Prioritize,
Decide...

Execute,
Perform,
Transact,
Administer

Monitor,
Verify,
Track,
Check

END

Modify,
Update,
Adjust,
Maintain

Consolidate,
Synthesize,
Conclude,
Close

Follow-up,
Share,
Archive,
Integrate

Emotional & Social Aspects

How does the job performer feel while doing the job?
How do they want to be perceived while doing the job?

Outcomes

How does the job performer measure success of getting the job done?

Job Differentiators

What are the factors or circumstances that make a difference in how the job gets done, e.g. time, manner, place, etc.?

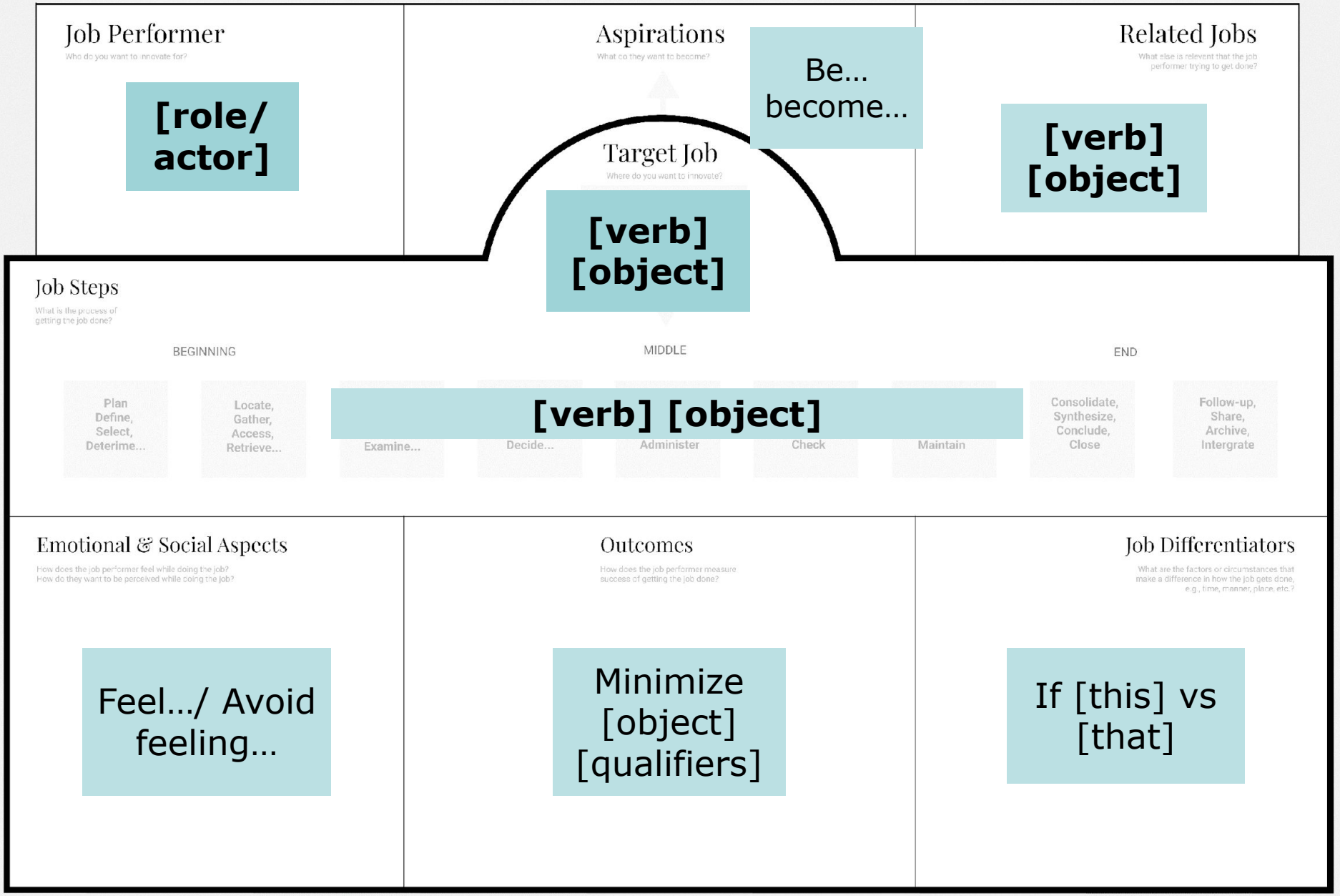
Jim Kalbach & Elaine Matthias, JTBDToolkit.com

CC BY-NC-ND 4.0

JTBD CANVAS 2.0

What field or domain are you in?

Instructions and details: jtbd.tk/canvas



Jim Kalbach & Elaine Matthias, JTBDToolkit.com CC BY-NC-ND 4.0

CORE PROCESS

1. SCOPE

JTBD CANVAS 2.0

Field

Instructions and details: jtbd.tk/canvas

Job Performer

Who do you want to innovate for?

WHO?

Aspirations

What do they want to become?

WHY?

Related Jobs

What else is relevant that the job performer trying to get done?

WHAT ELSE?

Target Job

Where do you want to innovate?

WHAT?

Job Steps

What is the process of getting the job done?

BEGINNING			MIDDLE				END	
Plan, Define, Select, Deterime...	Locate, Gather, Access, Retrieve...	Prepare, Set up, Organize, Examine...	Confirm, Validate, Prioritize, Decide...	Execute, Perform, Transact, Administer	Monitor, Verify, Track, Check	Modify, Update, Adjust, Maintain	Consolidate, Synthesize, Conclude, Close	Follow-up, Share, Archive, Intergrate

Emotional & Social Aspects

How does the job performer feel while doing the job?
How do they want to be perceived while doing the job?

Outcomes

How does the job performer measure success of getting the job done?

Job Differentiators

What are the factors or circumstances that make a difference in how the job gets done, e.g., time, manner, place, etc.?

Jim Kalbach & Elaine Matthias, JTBDToolkit.com CC BY-NC-ND 4.0

1. SCOPE

1. Determine the field you are in

2. Ask ChatGPT:

- Who are the job performers in that field?
- What are the top jobs they strive to get done?
- What aspirations do they have?

1. SCOPE

JTBD CANVAS 2.0

1 **Field**

Instructions and details: jtbd.tk/canvas

Job Performer

Who do you want to innovate for?

2 **WHO?**

Aspirations

What do they want to become?

WHY?

Related Jobs

What else is relevant that the job performer trying to get done?

3 **WHAT ELSE?**

Target Job

Where do you want to innovate?

4 **WHAT?**

Job Steps

What is the process of getting the job done?

BEGINNING			MIDDLE				END	
Plan, Define, Select, Deterime...	Locate, Gather, Access, Retrieve...	Prepare, Set up, Organize, Examine...	Confirm, Validate, Prioritize, Decide...	Execute, Perform, Transact, Administer	Monitor, Verify, Track, Check	Modify, Update, Adjust, Maintain	Consolidate, Synthesize, Conclude, Close	Follow-up, Share, Archive, Intergrate

Emotional & Social Aspects

How does the job performer feel while doing the job?
How do they want to be perceived while doing the job?

Outcomes

How does the job performer measure success of getting the job done?

Job Differentiators

What are the factors or circumstances that make a difference in how the job gets done, e.g., time, manner, place, etc.?

Jim Kalbach & Elaine Matthias, JTBDToolkit.com CC BY-NC-ND 4.0

1. SCOPE

Frame	**Who are job performers are in my field?** I'm working with the jobs to be done (JTBD) framework and would like to find job performers in the field of [[field]].
Definition	The job performers are the key actors or roles that have objectives to accomplish within that field.
Example	For instance, in the field of buying and selling homes, job performers would include, but are not limited to: home buyers, home sellers, real estate agents, lawyers, inspectors, loan officers, mortgage lenders, titling agents, and neighbors.
Format	Please list [[n]] job performers in bold followed by a one sentence description of their role in that field. Each job performer should be singular in nature, with no ANDs.

1. SCOPE

JTBD CANVAS 2.0

Field

Instructions and details: jtbd.tk/canvas

Job Performer

Who do you want to innovate for?

WHO?

Aspirations

What do they want to become?

WHY?

Related Jobs

What else is relevant that the job performer trying to get done?

WHAT ELSE?

Target Job

Where do you want to innovate?

WHAT?

Job Steps

What is the process of getting the job done?

BEGINNING			MIDDLE				END	
Plan, Define, Select, Deterime...	Locate, Gather, Access, Retrieve...	Prepare, Set up, Organize, Examine...	Confirm, Validate, Prioritize, Decide...	Execute, Perform, Transact, Administer	Monitor, Verify, Track, Check	Modify, Update, Adjust, Maintain	Consolidate, Synthesize, Conclude, Close	Follow-up, Share, Archive, Intergrate

Emotional & Social Aspects

How does the job performer feel while doing the job?
How do they want to be perceived while doing the job?

Outcomes

How does the job performer measure success of getting the job done?

Job Differentiators

What are the factors or circumstances that make a difference in how the job gets done, e.g., time, manner, place, etc.?

Jim Kalbach & Elaine Matthias, JTBDToolkit.com CC BY-NC-ND 4.0

1. SCOPE

Frame	**What jobs are people trying to get done in my field?** I'm working with the jobs to be done (JTBD) framework and would like to find the top jobs that [[job performers]] are trying to get done in the field of [[field]].
Definition	A “job” is an objective that the job performer strive to achieve in that field.
Example	For instance, in the field of buying and selling homes, job would include, but are not limited to: shop for a new home, bid on a new home, close on a new home, move homes, sell old home, renovate new home, and settle into new home.
Format	Please list [[n]] jobs in bold followed by a one sentence description of that job in that field. Each job should begin with a first person verb and b singular in nature, with no ANDs.

JTBD CANVAS 2.0

What field or domain are you in?

Instructions and details: jtbd.tk/canvas

2. INVESTIGATE

Job Performer

Who do you want to innovate for?

Home buyers

Aspirations

What do they want to become?

WHY?

Related Jobs

What else is relevant that the job performer trying to get done?

WHAT ELSE?

Target Job

Where do you want to innovate?

Search for a property

Job Steps

What is the process of getting the job done?

HOW?

BEGINNING		MIDDLE					END	
Plan Define, Select, Deterime...	Locate, Gather, Access, Retrieve...	Examine...	Decide...	Administer	Check	Maintain	Consolidate, Synthesize, Conclude, Close	Follow-up, Share, Archive, Intergrate

Emotional & Social Aspects

How does the job performer feel while doing the job?
How do they want to be perceived while doing the job?

WHICH QUALITIES?

Outcomes

How does the job performer measure success of getting the job done?

WHICH NEEDS?

Job Differentiators

What are the factors or circumstances that make a difference in how the job gets done, e.g., time, manner, place, etc.?

WHICH CONTEXT?

Jim Kalbach & Elaine Matthias, JTBDToolkit.com CC BY-NC-ND 4.0

2. INVESTIGATE

Frame

How do job performers get the job done?

I'm working with the jobs to be done (JTBD) framework and would like to create a job map for [[job performers]] trying to get [[target job]] done.

Definition

A “job map” is a chronological sequence of steps. The steps are the sub-objectives that are required in order to complete the job.

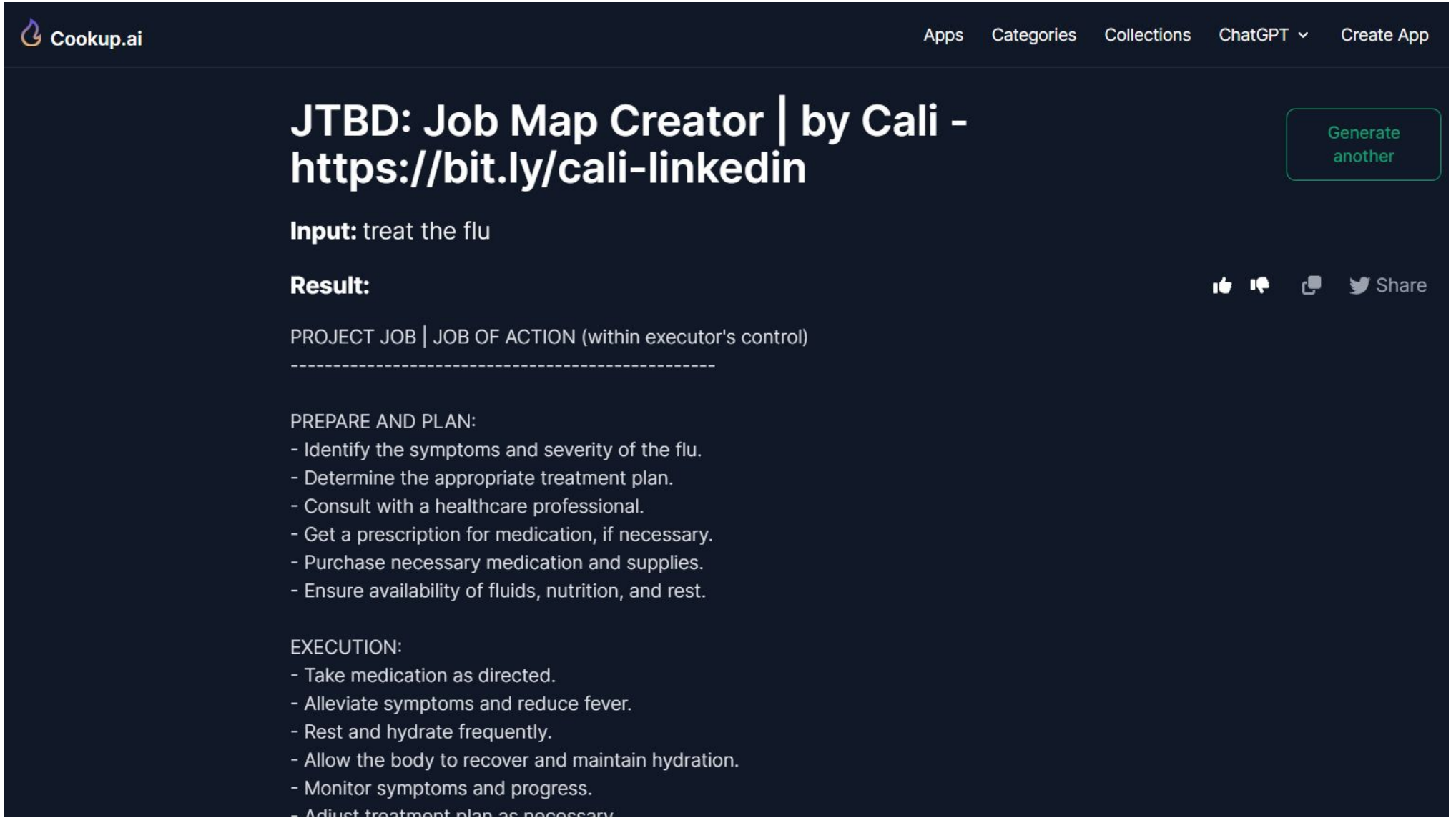
Example

For instance, in the field of buying and selling homes, the job map for a home buyer trying to shop for a new home might look like this: determine new home criteria, identify source to shop, learn about the market, seek available homes, compare available homes, select a home, place a bid.

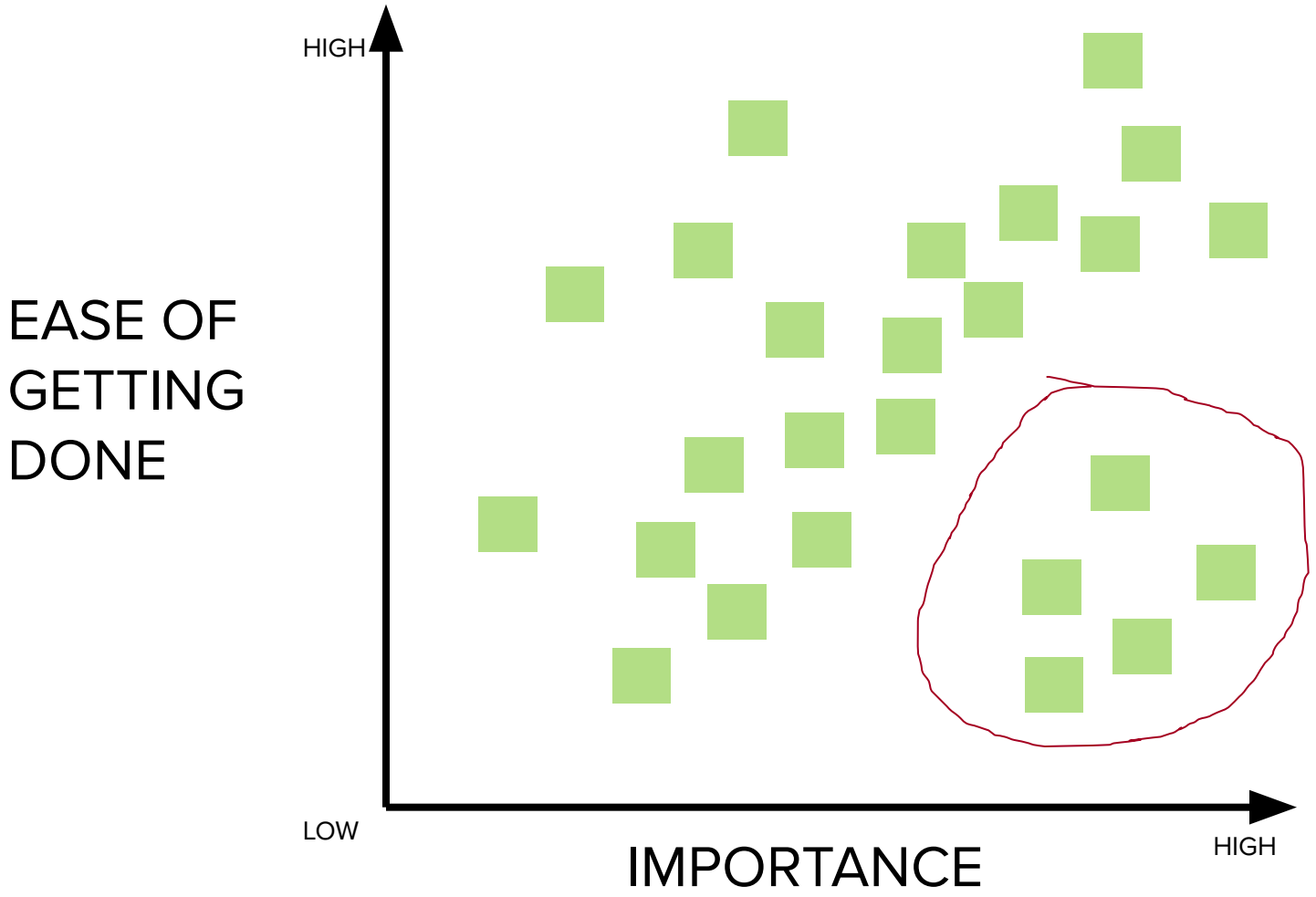
Format

Please list 12 job steps in bold followed by a one-sentence description of that job step in that field. Each job step should begin with a first-person verb and be singular in nature, with no ANDs.

3. CREATE A JOB MAP



4. PRIORITIZE OUTCOMES



4. PRIORITIZE OUTCOMES

Minimize the chance of exceeding budget

How important is this to you? 1 2 3 4 5 6 7 8 9 10

How easy can you get this done? 1 2 3 4 5 6 7 8 9 10

Minimize the time it takes to identify options

How important is this to you? 1 2 3 4 5 6 7 8 9 10

How easy can you get this done? 1 2 3 4 5 6 7 8 9 10

Minimize lack of knowledge about specific neighborhoods

How important is this to you? 1 2 3 4 5 6 7 8 9 10

How easy can you get this done? 1 2 3 4 5 6 7 8 9 10

5. SYNTHESIZE: JOB STORIES

When I‘m **comparing available homes** and am **unfamiliar with neighborhoods** of a potential home to buy but value having a strong community feel to my living arrangement,

I want to be able to get an immediate sense of what it might be like to live in a specific area,

So I can **reduce any lack of knowledge of the neighborhood** and what it might feel like to live there, giving me **confidence** about integrating that information into my decision-making process.

CORE PROCESS

JTBD + AI

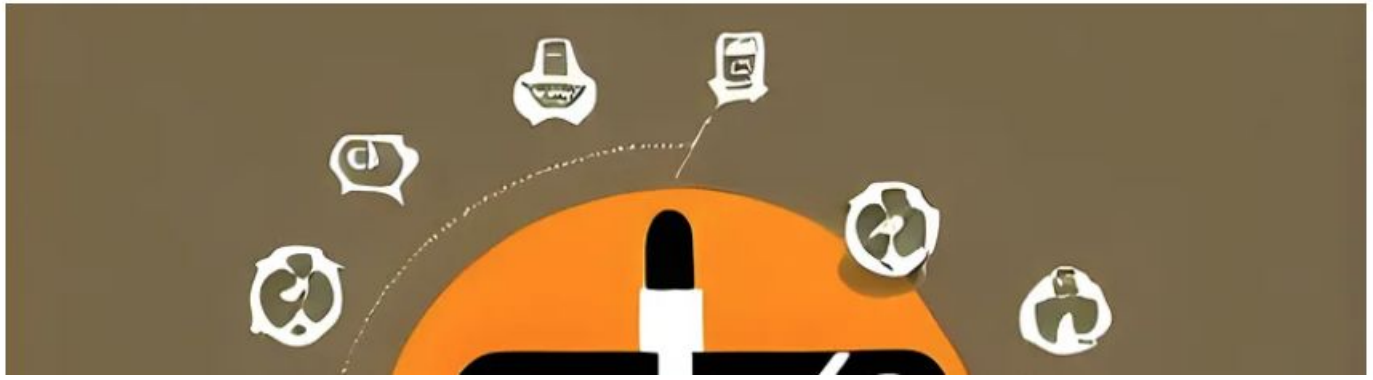
jtbd.tk/ai

Revolutionizing JTBD Research: Evan Shore on AI

JTBD Toolkit

9 min read · Feb 3

98 2



JTBD + AI

JobLens

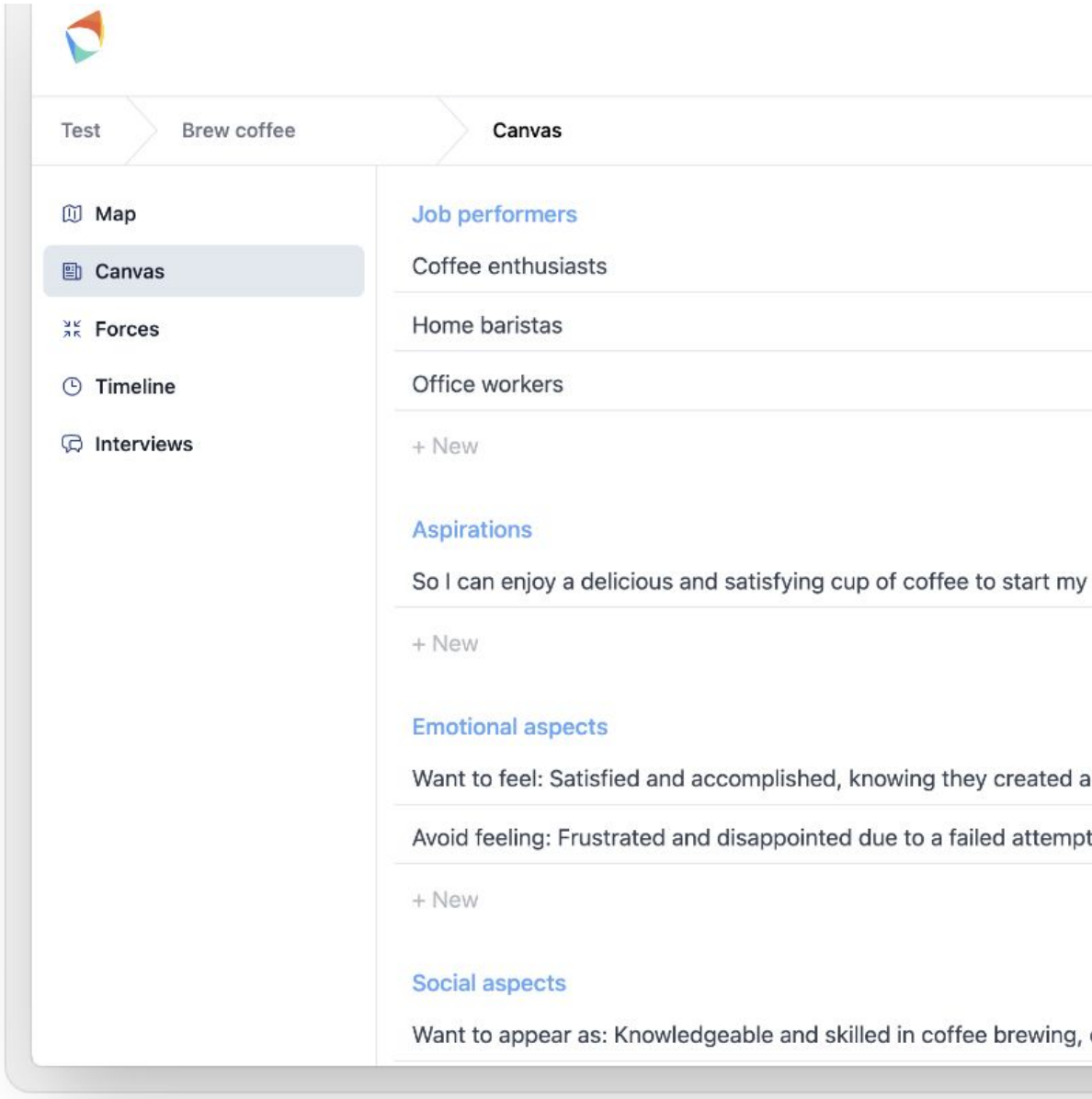
Let robots do the boring part of customer research

You do the interviews. AI does the prep and analysis.

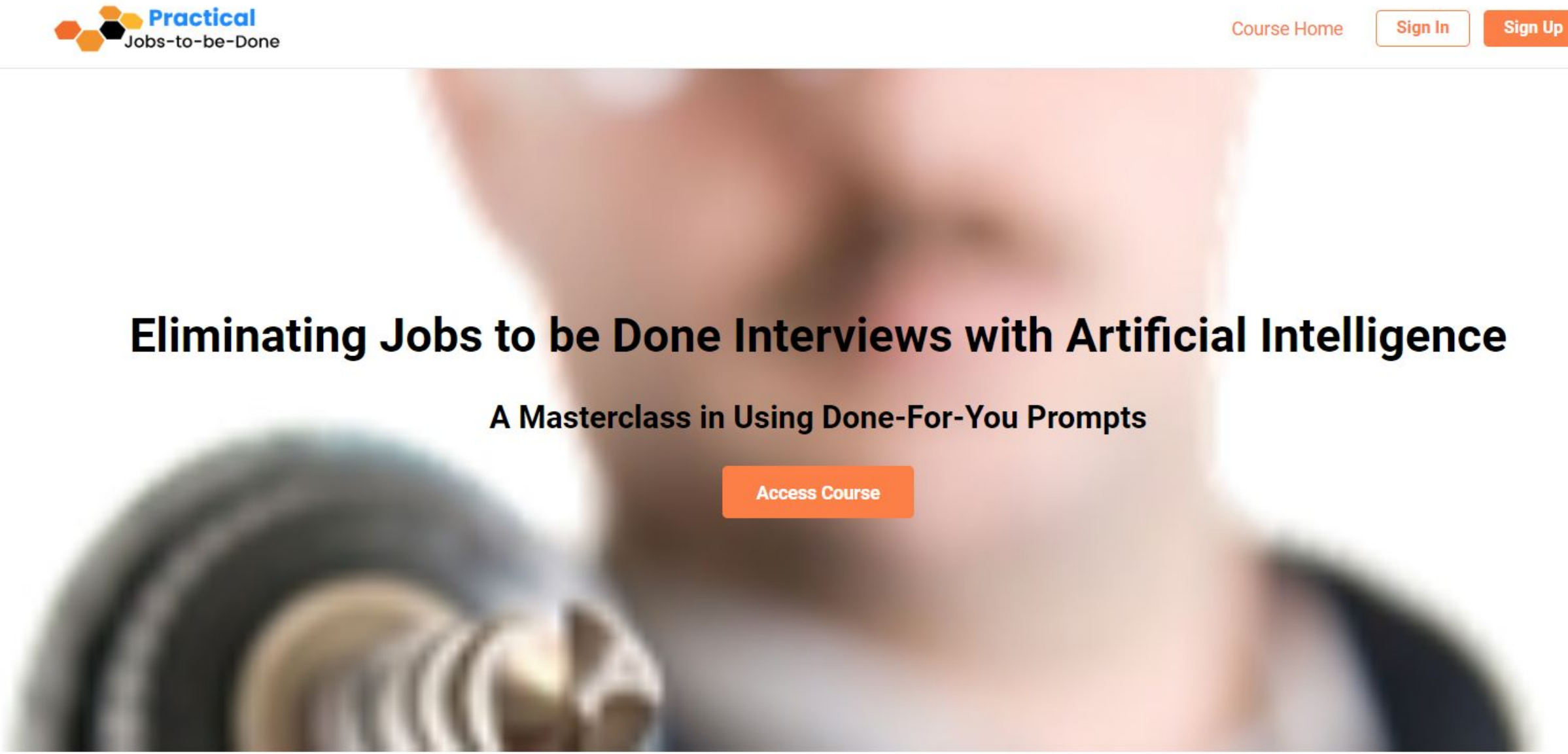
- Get up-to-speed on new markets in hours instead of days.
- Analyze your interview transcripts with the click of a button.
- Generate deliverables in a fraction of the time.

Skip the learning curve and go into your first interview as if it were the fifth.

Sign Up Now Sign in Try our free interview guide ↗



JTBD + AI


Practical
Jobs-to-be-Done
Course Home
Sign In
Sign Up
Eliminating Jobs to be Done Interviews with Artificial Intelligence
A Masterclass in Using Done-For-You Prompts
Access Course

JTBD + AI

AI…

- Doesn‘t replace real-world input and validation
- Sometime you get 80+% of the way there
- AI finds things you might not, quicker
- Makes you a more informed researcher
- Accelerates and scales research

FLIPPED RESEARCH?

Once upon a time...

...a shoe company sent two salespeople to different regions in Africa to determine the market potential there. Both completed a survey of the market and called back to the main office.

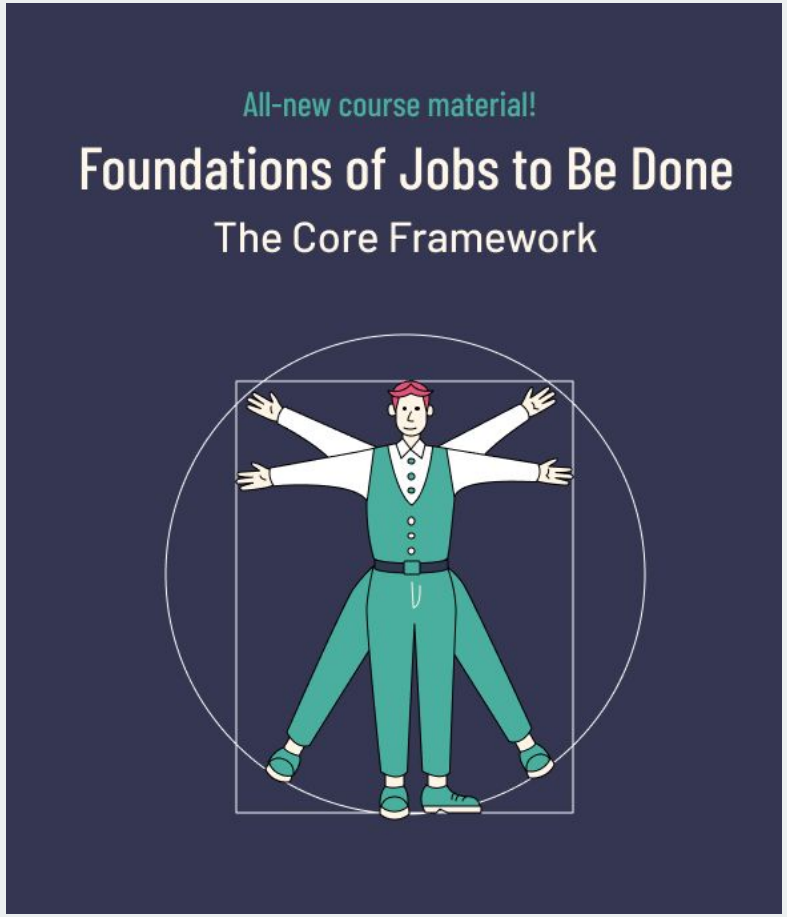
One reported:

“No one here wears shoes, there is no market for us.”

The other reported:

“No one here wears shoes, there is a huge market for us!”

THANK YOU



www.**jtbdtoolkit**.com

Jim.Kalbach@Gmail.com

PROMPT

Do a Job Canvas for the JTBD of “treat the flu” with the following:

1. **Job performers / job executors**
2. **Target Job to Be Done** (phrase as “Help me to…”)
3. **Related Jobs:** What else is the job performer trying to get done within the domain? The related jobs should be distinct from the target job. Label each related job as a Must-Have Job, Nice-to-Have Job, or Aspirational Job, basd on the Job Spectrum concept in Bob Moesta’s book, “Learning to Build.”
4. **Context / Symptoms**: What are the changes in someone’s life that cause the person to finally say it’s time to take action? Some change had to happen. Phrase as “when I…”
5. **Aspirations:** What does the job performer aspire to become by doing the job? (phrase output of this analysis starting with “So I can…”)
6. **Job Steps:** What are the stages of the process for how the job performer gets the job done? The job steps describe the process of getting a job done. They form a chronological sequence that will eventually become a job map. Job steps always begin with an action verb in the first person. List functional job steps (i.e., the process of making progress with the JTBD) separately from consumption job steps (i.e., the purchase journey). For functional jobs steps, group the steps according to 1) "determine" (or plan, select, define…), 2) "locate" (or gather, access, retrieve…), 3) "prepare" (or set up, organize, examine…), 4) "decide" (or validate, prioritize, confirm…), 5) "execute" (or perform, transact, administer…), 6) "monitor" (or verify, track, check…), 7) "modify" (or update, adjust, maintain…), 8) "conclude" (or store, finish, close, follow-up, share, archive, integrate). Please list as many steps as you can think of (not just one per verb).
7. **Emotional and Social Aspects:** How does the job performer want to feel / not feel while doing the job? How do they want to be perceived / not to be perceived while doing the job? There might be several dozen emotional and social aspects for any target job. Emotional aspects begin with “want to feel” or “avoid feeling.” Social aspects begin “appear as” or “avoid appearing as.”
8. **Consumer Outcomes**: How does the job performer measure the success of getting the job done? Outcome statements have a regular format: A verb that shows a direction of change, e.g., minimize, reduce, decrease; Unit of measure, very often time, effort, or likelihood;Qualifiers make the outcome statement specific and relevant to the target job. There might be up to 50 outcomes statements.
9. **Shared Ecosystem Value**: How would other stakeholders in the ecosystem at a population level quantify success of the job executor doing the job?
10. **Hiring and Firing Criteria:** What do we hear when hiring? When firing? Group these customer quotes according to hiring and firing criteria.
11. **Job Differentiators:** What are the factors or circumstances that make a difference in how the jobs gets done? There will be factors that differentiate executing the job. These are often time, manner, and place, but other characteristics could become job differentiators as well such as other health conditions (list the relevant conditions for these jobs) and personal preferences (list which factors). To be consistent, begin each with “If” and show the range of options with a “vs.”, if appropriate. (e.g., If the job performer is single vs. married), and indicate how the recommendation would be different.

JTBD CANVAS – TREAT THE FLU

Job Performer:
Individuals who have contracted the flu

Context (When I am...):
- Sick at work, I feel miserable and cannot focus on my tasks
- Caring for children while sick, it's hard to keep up with their needs and my own.
- A sick student, it's hard to keep up with my studies and attend classes."
- An athlete and sick, it's hard to train/perform at my best."
- Older and I have the flu, it takes me longer to recover and I worry about complications."

Aspirations (So I can...):
- Get back to my normal routine and feel like myself again.
- Go to work or school and be productive.
- Take care of my kids or other responsibilities.
- Enjoy my hobbies or activities again.
- Feel more comfortable and not be in so much pain or discomfort.

Related Jobs:
- Prevent the flu
- Manage underlying causes of the flu
- Address severe complications of the flu requiring more intensive care
- Address underlying health conditions exacerbated by the flu

Target Job (Help me to...):
Treat the flu (relieve symptoms/recover)

Job Steps:

Determine
- Recognize symptoms
- Assess severity of symptoms
- Decide if doctor visit needed

Locate
- Research OTC and Rx options
- Locate pharmacy / retailer to obtain them

Prepare
- Prepare list of symptoms/info to share with doctor
- Prepare home environment for rest and recovery

Decide
- Decide on treatment option
- Confirm dosage/frequency

Execute
- Retrieve treatment
- Take medicine as directed
- Follow lifestyle changes

Monitor
- Monitor symptoms/track progress
- Share progress with doctor and caregivers

Modify
- Adjust treatment and habits as needed

Conclude
- Confirm full recovery without complications

Emotional & Social Aspects
- Want to Feel: Validation, Sense of Hope / Control / Progress
- Avoid feeling: Helpless, In Pain, Tired, Depressed, Isolated
- Appear as: In control of my health, Responsible, Strong
- Avoid appearing as: Weak, Dependent, Unproductive

Consumer Outcomes / Progress Markers
- Reduce intensity of symptoms
- Minimize duration of flu symptoms
- Increase energy levels
- Increase productivity
- Avoid complications
- Avoid spreading the flu to others
- Return to normal routine quickly

Shared Ecosystem Value
- Minimize the number of days of absence from work or school due to the flu.
- Decrease likelihood of spreading flu to others.
- Reduced healthcare costs of flu/related issues

Hiring / Firing Criteria
- Effectiveness / not seeing the results
- Safety / adverse side effects
- Effort to access / apply treatments
- Cost of treatments vs. the benefits
- Personal preferences (in line with beliefs)

Job Differentiators
- If the flu is mild vs. severe
- If the job performer has other health conditions such as asthma
- If the job performer has personal preferences for certain types of medication or treatment, such as avoiding certain ingredients or preferring natural remedies

Potential Tradeoffs
- Avoid going to doctor vs. effective recovery
- Cost vs. effectiveness
- Severity of symptoms vs. potential side effects
- Speed of recovery vs. long-term impacts of treatment
- Speed of recovery vs. quality of care