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Customer-Centered
Innovation that can be your
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Jobs to be Done | 11:FS Explores
Turn Jobs-to-be-Done Theory Into
Practice **What is Jobs to be Done**
Applying Jobs-to-be-Done Theory
Understanding the Job

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~~Jobs to Be Done~~ Prof. Clayton
Christensen \Jobs to Be Done\

(JTBD) by Tony Ulwick of Strategyn at
Lean Product Meetup Practical Jobs

To Be Done: A Way Of Seeing *Tony
Ulwick – Put Jobs-To-Be-Done Theory
Into Practice With Outcome-Driven
Innovation Jobs to be done interviews*

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*- not as easy as it looks Customer
Success Webinar: Jobs To Be Done
Jobs-to-Be-Done vs. Personas How
To Make Money Online Reading
Books (Work From Home) Best
marketing strategy ever! Steve Jobs
Think different / Crazy ones speech
(with real subtitles) 10 HIGH PAYING*

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Product Roadmaps *5 Signs you should work in publishing* **How to Get Started with Jobs To Be Done by Mike Belsito at Lean Product Meetup** ~~The Jobs to be Done Growth Strategy Matrix~~

5 Tips for Conducting JTBD Interviews

Jobs to be Done: from Doubter to

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Believer by Sian Townsend at Front
2016 in Salt Lake City, Utah Matt

Hodges on Marketing the Job to be

Done Ramli John: How to use Jobs-To-
Be-Done framework? **UXRS April**

2020 Meeting - JTBD in UX

Research, with Jim Kalbach Clay

Christensen: The \"Job\" of a

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McDonald's Milkshake ~~Jobs To Be Done A~~

Jobs to Be Done. The theory of Jobs to Be Done is a framework for better understanding customer behavior. While conventional marketing focuses on market demographics or product attributes, Jobs Theory goes beyond

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superficial categories to expose the functional, social, and emotional dimensions that explain why customers make the choices they do. People don't simply buy products or services; they pull them into their lives to make progress.

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~~Jobs To Be Done—Christensen
Institute : Christensen ...~~

Jobs-to-be-Done: A Framework for
Customer Needs. Jobs Theory
provides a framework for categorizing,
defining, capturing and organizing the
inputs that are required to make
innovation.... Tony Ulwick. Jan 5, 2017.

Where To Download Jobs To Be Done A Roadmap For The 2 Jobs-to-be-Done Interpretations — and Why It Matters.

~~JTBD + Outcome-Driven Innovation~~

The jobs-to-be-done framework is an approach to developing products based on understanding both the customer's specific goal, or "job," and

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the thought processes that would lead that customer to “hire” a product to complete the job.

~~Jobs To Be Done Framework |
Definition and Overview~~

Unpacking the raw Jobs-to-be-Done interviews into an insight and high-

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level concept of what we might build.
Shaping that concept into a story that
we could socialize inside Autobooks
and pressure-test with our payments
and accounting subject matter experts.
Developing and iterating on the
concept. Shipping the new feature.

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~~Jobs to be Done | It's more than just
Milkshakes. Get the ...~~

Jobs to Be Done gives you a clear-cut framework for thinking about your business, outlines a roadmap for discovering new markets, new products and services, and helps you generate creative opportunities to

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~~Jobs to Be Done: A Roadmap for
Customer-Centered ...~~

Jobs-to-be-Done Theory proposes that in order to understand customer needs in a way that makes innovation predictable, companies should stop

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focusing on the product or the customer and instead focus on the underlying process or “job” the customer is trying to get done.

~~What is Jobs to be Done – JTBD
Training, Conference ...~~

Jobs-to-be-done theory tells us that

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the more jobs a product can help a customer get done, the more valuable that product is as a product platform in that space. The swiss army knife, for example, helps customers get dozens of jobs done, and the smartphone helps customers get thousands of jobs done. Design a business around a job-

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~~Jobs to be Done Theory &
Methodology — JTBD Theory —
Strategyn~~

The theory of jobs to be done was developed in part as a complement to the theory of disruptive

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innovation—which at its core is about competitive responses to innovation: It explains and predicts...

~~Know Your Customers' "Jobs to Be Done"~~

Definition: Jobs-to-be-done (JTBD) is a framework based on the idea that

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whenever users “hire” (i.e., use) a product, they do it for a specific “job” (i.e., to achieve a particular outcome). The set of “jobs” for the product amounts to a comprehensive list of user needs.

~~Personas vs. Jobs to Be Done~~

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The keystone of the Jobs To Be Done (JTBD) philosophy is the customer interview. When you're able to work with a customer to relive that moment of struggle, it's amazing what we can learn about the events and forces that progress customers towards and away

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~~A Script To Kickstart Your Jobs To Be
Done Interviews~~

Although these jobs are work-from-home, you may have to live in a certain state to do them. And while certain jobs are currently remote due

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to stay-at-home restrictions, they may require workers to return to the office when it's safe. So be sure to check the fine print before applying. 12. Contact Tracer

~~19 Work From Home Jobs That Are
Currently Hiring~~

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A Job to be Done defined. Jobs to be Done is a theory of consumer action. It describes the mechanisms that cause a consumer to adopt an innovation. The theory states that markets grow, evolve, and renew whenever customers have a Job to be Done, and then buy a product to complete it (get

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(the Job Done). This makes a Job to be Done a process: it starts, it runs, and it ends.

~~What is Jobs to be Done (JTBD)?~~

~~Upgrade your user, not ...~~

Christensen 's approach has become known as the Jobs-to-Be-Done (JTBD)

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theory. As its name suggests, the concept is based on the notion that people buy products and services to “get a job done.” By understanding what that “job” is, businesses can create solutions that will win the marketplace. Defining markets

Where To Download Jobs To Be Done A Roadmap For ~~Winning the Innovation Game With Jobs to Be Done Theory ...~~

The popularity of Jobs to be Done has exploded in recent years. This has been both good and bad. Alan Klement. Jan 15, 2018. 5 Mistakes to Avoid When First Learning Jobs to be Done. 5 Mistakes to Avoid When First

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Learning Jobs to be Done. Common mistakes to avoid and some takeaways to remember.

~~Jobs to be Done~~

The Job To Be Done (JTBD) is a framework for viewing your products and solutions in terms of the jobs

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Customer-Centered Innovation
customers are trying to get done. In other words, the JTBD is the reason why your customers hire your product or service. It is a starting point for innovation and a critical element when devising strategy.

~~What is the Job To Be Done? | Lean~~

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Related jobs to be done, which customers want to accomplish in conjunction with the main jobs to be done. Then, within each of these two types of JTBDs, there are: Functional job aspects — the practical and objective customer requirements.

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Emotional job aspects — the subjective customer requirements related to feelings and perception.

~~8 things to use in “Jobs To Be Done”
framework for product ...~~

In his groundbreaking Jobs-to-be-Done Harvard Business Review

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article, The Customer-Centered
Innovation Map, Strategyn Founder
Tony Ulwick introduces a jobs-to-be-
done framework that turns the
fundamentals of jobs-to-be-done
thinking into an innovation practice.

~~Strategy & Innovation Consulting Firm~~

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in his Innovator's Solution and called "jobs to be done" or "outcomes that customers are seeking". Instead of assuming what their customers want or need, typically product developers determine the voice of the customer (VOC). ODI takes VOC a step further

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by focusing on jobs-to-be-done rather
than product improvements.

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