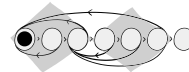


JOBS TO BE DONE



Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1



Brief instructions: The aim is to record customer tasks (jobs-to-be-done) in a structured way and to gain new insights. The JTBD consists of three elements: (1) description of the situation, (2) explanation of motivation and (3) expected result.

More tips & tricks for this template on book page: 75

1 Situation

Describe the situation and application.



2 Motivation

Explain the motivation.



3 Expected result

Define the result and goal of the task.



Sentence: When I ...

I want to...

so I can ...

1st iteration

2nd iteration

3rd iteration

