

JOB STATEMENT

WHICH JOBS IN THE CUSTOMERS LIFE IS SHE HIRING THE PRODUCT FOR?

	VERB WHAT IS THE CUSTOMER TRYING TO DO	OBJECT TO WHAT OBJECT IS THE CUSTOMER TRYING TO DO <i>THE VERB</i>	CONTEXT IF THE CONTEXT IS A CLARIFIER OR MODIFIER	FUNCTIONAL GOAL DIRECTION OF IMPROVEMENT - MINIMIZE - INCREASE - OTHER	UNIT OF MEASURE / CUSTOMER VALUE - TIME - LIKELIHOOD - FREQUENCY - AMOUNT - RISK - NUMBER - OTHER	EMOTIONAL GOAL DIRECTION OF IMPROVEMENT - MINIMIZE - INCREASE - OTHER	UNIT OF MEASURE / CUSTOMER VALUE	SOCIAL GOAL DIRECTION OF IMPROVEMENT - MINIMIZE - INCREASE - OTHER	UNIT OF MEASURE / CUSTOMER VALUE
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FOR INSTRUCTIONS ON HOW TO USE THE CANVAS VISIT 180360720.NO OR GET IN TOUCH ON LINKEDIN: NO.LINKEDIN.COM/IN/HELGETENNO

SOURCE, The canvas comprises the thoughts on customer-jobs-to-be-done presented through a series of articles:

- Finding the Right Job For Your Product, Clayton M. Christensen, Scott D. Anthony, Gerald Berstell and Denise Nitterhouse, <http://sloanreview.mit.edu/article/finding-the-right-job-for-your-product/>
- Giving Customers a Fair Hearing, Anthony W. Ulwick and Lance A. Bettencourt, <http://sloanreview.mit.edu/article/giving-customers-a-fair-hearing/>
- Mark Johnson @ the Business Design Summit in Berlin 2013, <http://www.businessdesignsummit.com>
- The Innovator's Secret Weapon, Bill Ding, Jian Sun, <http://bit.ly/1loGyR4>