

JTBD

Jobs-to-be-Done Research

"Jobs-to-be-Done" is a strategic framework for understanding how consumers use products and can be a powerful starting point for identifying opportunities for innovation.

A Framework for Qualitative JTBD Research

The Aha Moment: Identify the moment when consumers realize they need a specific solution

The Purchase: Explore the moment when a product is purchased

The Process: Understand the purchase process

Other Options: Explore what other options were considered and why they are rejected

Outcomes: Understand what outcomes consumers expect from their purchase

Jobs-to-be-Done (JTBD) supposes consumers purchase products to accomplish a specific "job." This consumer-centric view of the market focuses on what consumers want to accomplish with the products and services they purchase.

JTBD emphasizes what consumers want to achieve and provides a lens for assessing how your products and services (and competitors) can help consumers complete a job.

Jobs-to-be-Done research leverages qualitative research to explore how products and services fit into consumers' lives. Many qualitative methodologies can be adapted to the Jobs-to-be-Done research framework to capture and understand consumer jobs.

After fielding, analysis identifies the functional jobs consumers want products to accomplish and the stories, motivations, and drivers behind various jobs.

These insights are the starting point for innovation.

Understanding jobs consumers expect your brand to accomplish allows you to identify:

- **Where your products are succeeding**
- **How they are falling short**
- **Whether there is whitespace in the marketplace for new ideas to emerge**

Want to learn more about W5's Jobs-to-be-Done Research Solutions?

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