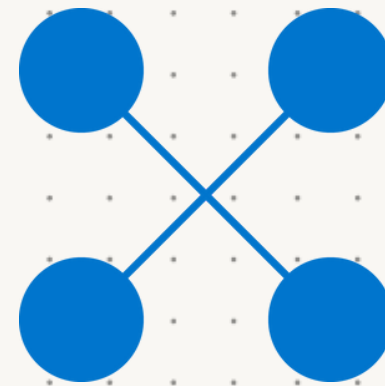
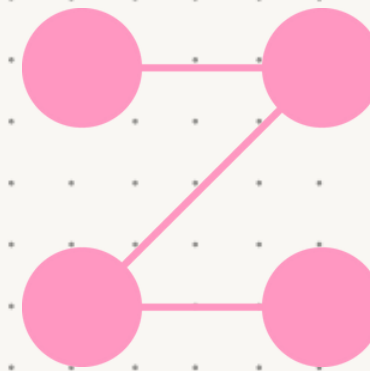


JTBD CANVAS

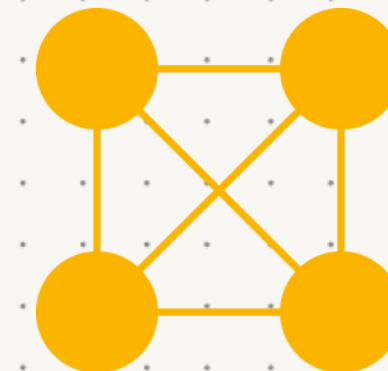
Stop wasting money on marketing Personas,
it's the job that counts!



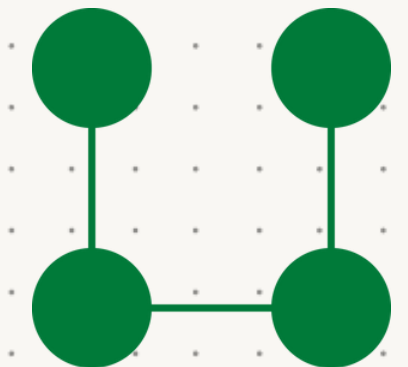
FOCUS



EXPERIMENT



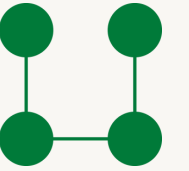
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DISCOVER

S Y S T E M

JTBD INTERVIEW QUESTIONS



A few questions to help uncover struggling moments, hidden competitors, context, outcomes and anxieties

Struggle & Alternative Solutions

Question

A.) Describe when you first thought of buying something like this?

B.) What options did you consider at first?

Write Down:

- Quotes that describe the struggle (Functional, Emotional, Social)
- List out the Alternative Solutions (hidden competitors) e.g Excel, virtual assistants

Context & Situation

Question

C.) What made you buy this that moment, what was going on around you at this time?

C.) Where / How did you look to solve this pain?

Write Down:

- The trigger/events that pushed this purchase.
- List all the places they looked, people, they asked, terms they Googled. Also what mental tradeoffs did they consider?

Desired Outcomes & Anxieties

Question

D.) What does this allow you to do/achieve?

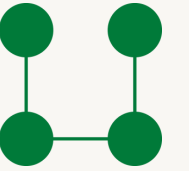
E.) What worried you about the/our solutions you were offered

Write Down:

- Quotes where they describe what they are trying to do, and why that's so important to them. ("I want to X so I can Y.") Note this is not about product features, it's outcomes.
- Listen for Anxiety, around switching to a new solution

S Y S T M

JTBD INTERVIEW QUESTIONS



B2B Specific Questions

Struggle & Alternative Solutions

Question

A.) Describe when you first thought of buying something like this?

B.) How could you and your team have achieved the same outcome?

Write Down:

- Quotes that describe the struggle (Functional, Emotional, Social)
- List out the Alternative Solutions (hidden competitors) e.g Excel, virtual assistants

Context & Situation

Question

C.) Who else cared about the outcome of this project?

E.) Where / How did you look to solve this pain?

Write Down:

- Listen for other stakeholders and their outcomes
- List all the places they looked, people, they asked, terms they Googled. Also what mental tradeoffs did they consider?

Desired Outcomes & Anxieties

Question

D.) How was this project viewed by your team, boss, org etc.

E.) What worried you about the/our solutions you were offered

D.) What did you need from your supplier

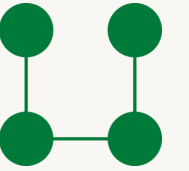
Write Down:

- Listen for emotional and social outcomes. projects are taken on to gain wider visibility in the org.
- Listen for Anxiety, around switching to a new solution
- This isn't about features or price! Push past to find out functional, emotional and social desired outcomes

S Y S T M

JTBD CARDS

Fill in the context and story of your customer's journey with their quotes



JOB NAME:

When I ...

I want to ...

So that I can...

C. Context/Situation

A. Struggle Quotes:

D. Desired Outcomes Quotes

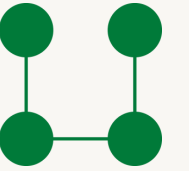
B. Alternative Solutions:

E. Anxieties

SYSTEM

EXAMPLE CARDS

This card is a sample for "Invisalign" dental aligners



JOB NAME: "Boost my Confidence"

When I meet someone

I want... to feel confident

So that I can...

make a great impression

C. Context/Situation

"I work in real estate and meet people every day. I have to impress prospects, or I don't have a business."

A. Struggle Quotes:

"When I meet people, I feel they are judging me."

D. Desired Outcomes Quotes

- "I want to feel confident when I smile."
- "I want to make a great first impression."

B. Alternative Solutions:

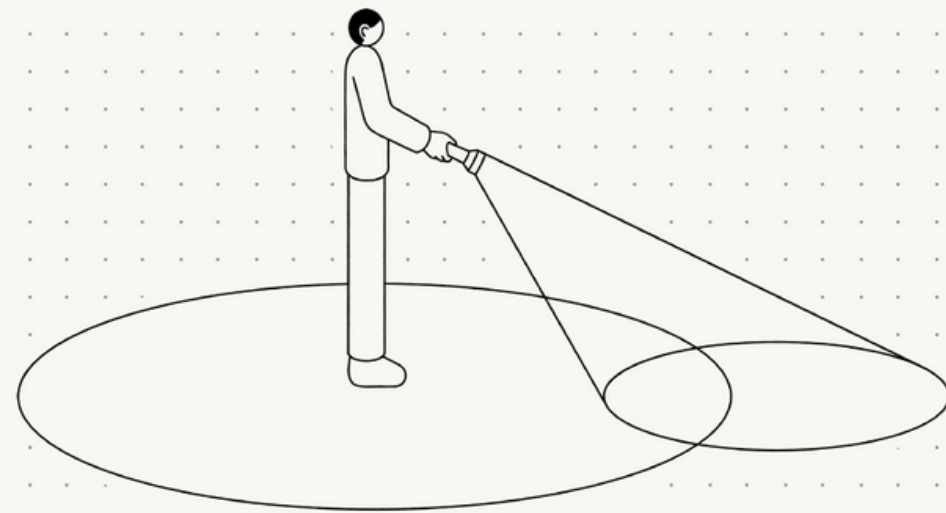
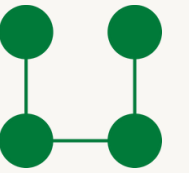
- New clothes
- Designer handbag
- Audio book: "How to Win Friends and Influence People."

E. Anxieties

- Will this hurt?
- Does it work?
- How long will this take?

S Y S T M

As a Marketer You Can:



1. Position yourself against the struggle and bad alternative solutions
2. In your ads, test messaging around the struggle, desired outcomes
3. Write your landing page to talk about the struggles desired outcomes and anxieties
4. Testing channels, think about the context, where was their struggling moment, where did they look (e.g. search terms, referral partners)
5. Offer lead magnets that do the first part of the job or solve a related/upstream job they all have. Or replace an inexpensive alternative solution with a free one.
6. In your nurture emails, call out their anxieties and do an "accusation audit." Then, you list each anxiety and make a counterargument.

S Y S T M
