

Find Your “Job to be Done” Story

Find your Job to be Done story by identifying three things:

- Triggering situation
- Motivation (functional goals)
- Expected outcome (emotional/social goals)

Then, fit them into the Job Story Formula:

The Job Story Formula: “When (**Situation**), I want to (**Motivation**), so that I can (**Expected Outcome**).”

Example: “When I’m hungry, running late, and not sure when I’ll have the opportunity to eat again, I want to have a snack that is portable, filling, and easy to consume, so that I can be effective and stay focused on the task at hand until I have the opportunity to eat a full meal.

Your Turn: “When _____, I want to _____, so that I can _____.”

KEY ELEMENTS WHEN CRAFTING YOUR JOB STORY

- Make the situation as specific as possible. Ask: “What is the struggle, fear, anxiety, or desire happening at this moment, and how does that frame the context?”
- Emphasize motivation and context, without looking for solutions. Understanding the “why” frees you to think of creative implementation later.
- Remember that a Job to be Done describes an improved life-situation for the customer (i.e. “a better me”). Check your Job to be Done story to see if it can hypothetically answer the question, “How is the customer better since they started using X product?”

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