

User-Centered Design using a Jobs to be Done Approach

1. Identify someone in your life you can Zoom with, who might need an assistive technology device.
 - a. Consider an elderly family member, someone with a physical disability or someone who might benefit from the design of an assistive technology device
 - b. Call them and ask if it would be ok if they work with you on a project, a close family member or friend will be easier for you to interact with
 - c. Schedule 4 working sessions (20-30 minutes in duration) with your client over the course of the semester.
2. In the first interview, identify a particular problem or struggle in an activity of daily living that you could design for (don't start designing yet!).
3. Using the Empathy Map.ppt provided, complete the fillable document for your client.
4. Write out the problem statement for the product that needs to be developed.
5. Using the PowerPoint brainstorm on "Jobs to be Done.ppt" List out the jobs to be done for this design. Write out your Job Story (bottom right of schematic).

Warnings:

- a. Don't make a product looking for a solution.... Instead, identify their problem and build a solution to help them complete the ADL they are interested in
- b. Don't consider the engineering components or features or what the technology needs to do, think about why the client would hire this product
6. Sketch 3-4 early concepts and write out their features and how they work.
7. Consider the 4 forces described in "Jobs to be Done.ppt":
 - a. What is a habit of the present:
 - b. What makes this person anxious about the new:
 - c. What is a problem with the current product:
 - d. What might attract your client to a new product:
8. Write out 10 interview questions to help get to the route of the design concept.
9. Test out your interview questions and your early concepts with your original end user. Refine the idea, and the interview questions.
10. Expand your market and talk to 3-4 other people who may struggle with a similar ADL task.

BY BOB MOESTA & RICK PEDI

MILKSHAKE RESEARCH:
JOB: MAKING A LONG COMMUTE MORE INTERESTING + FOOD 'TILL LUNCH

CONSTRAINTS: HURRY, WORKING CLOTHES, ONLY A FREE HAND

INTRODUCTION TO

JOBS TO BE DONE

UX Knowledge Base Sketch #82

SNICKERS EXAMPLE:
SITUATION: I'M HUNGRY, I NEED SOME CALORIES TO KEEP GOING.
JOB: ELIMINATING HUNGER QUICKLY

"WE DEFINE A 'JOB' AS THE PROGRESS THAT A PERSON IS TRYING TO MAKE IN A PARTICULAR CIRCUMSTANCE."

CHRISTENSEN

MAIN IDEA:
HIRING A PRODUCT/SERVICE TO DO A JOB

VALUE: HOW THE PRODUCT HELPS USERS MAKE PROGRESS IN THEIR LIVES
WHAT THE PRODUCT DOES FOR THEM
WHAT USERS TRYING TO GET OUT OF IT

ROOTS: PRODUCT DEVELOPMENT, LEAN THINKING
THE APPROACH IS ALMOST 30 YEARS OLD (CUSTOMER JOBS - RICK PEDI, JOHN PALMER)

AND PROGRESS = HOW USERS/CUSTOMERS DEFINE PROGRESS
DESIGN THE PRODUCT IN A WAY THAT USERS HAVE THE EXPERIENCE OF PROGRESS THROUGHOUT THE WHOLE JOURNEY!

FOCUSING ON FEATURES

UNDERSTANDING THE DEMANDS; PROBLEMS TO SOLVE (& THE BEST WAY OF SOLVING THEM)

SOMETIMES THE SOLUTION IS NOT ABOUT BUYING SG!

WHAT THE BUSINESS THINKS IT'S SELLING

FOR WHAT/WHY SOMEONE USES A PRODUCT

IT CAN BE REALLY SURPRISING!

CONSUMERS OF A CERTAIN PRODUCT

- WHY IS SOMEONE INTERESTED IN YOUR PRODUCT?
- WHAT PROBLEMS DOES IT SOLVE?
- HOW WILL IT MAKE USERS' LIFE BETTER FROM THEIR PERSPECTIVE? WHAT IS THE USERS' VISION?

PERSONAS & JTBD: BOTH HAVE THEIR PLACE! 2 DIFFERENT TOOLS!

PERSONAS: DISTINCT GROUPS BASED ON DIFFERENT NEEDS & GOALS (ROLES & ATTRIBUTES) + GREAT FOR CREATING A SHARED UNDERSTANDING; BUILDING EMPATHY

JTBD: IF THERE ARE NO DISTINCT GROUPS (SITUATIONS & MOTIVATIONS)



1. YOU HAVE A PRODUCT IDEA → ASSIGN IT TO A CATEGORY → DERIVE NEXT STEPS BASED ON THAT, E.G.:
• COMPETITORS IN THAT CATEGORY!
• CONSIDERING FEATURES THAT ARE USUALLY INCLUDED IN A PRODUCT IN THAT CATEGORY

2. UNDERSTAND THE DEMAND, LOOK FOR PATTERNS → BUILDING A PRODUCT BASED ON WHAT USERS TRYING TO DO, WHAT THEIR MOTIVATIONS ARE
+ COMPETITION: NOT JUST THE SAME TYPE OF PRODUCT OR SAME CATEGORY!
SITUATIONAL CONTEXT!

3. YOUR PRODUCT IS AN OPTION AMONG MANY OTHER SOLUTIONS. JTBD IS A FRAMEWORK & POINT OF VIEW!

CLASSIC RESEARCH + SPECIFIC INTERVIEW TECHNIQUE

GOAL: EXTRACTING THE FIRST THOUGHT FROM A DECISION, CHOICE UNDERSTANDING: • WHAT DID LEAD TO A DECISION?
WHEN USERS HIRE A PRODUCT, AT THE SAME TIME THEY FIRE SOMETHING ELSE!
• WHY DID THE USER MAKE A CERTAIN CHOICE?
• WHAT SOLUTIONS DID THE USER USE BEFORE?
• WHAT DID THE USER LIKE (OR DIDN'T LIKE) ABOUT IT?
• WHY DID THE USER SWITCH?
• WHAT DO USERS TRYING TO ACHIEVE?
• WHAT ARE THEIR EMOTIONAL MOTIVATIONS?
• THE TRADE-OFFS OF A DECISION

FORCES AROUND BY REWARDED GROUP
MAKING A PURCHASE
• PUSH →
• PULL →
• ANXIETY
• ATTACHMENT

INTERCOM: APPLYING THE FRAMEWORK FOR SOFTWARE PRODUCTS

JOB STORY:
WHEN _____ (SITUATION)
I WANT TO _____ (MOTIVATION)
SO I CAN _____ (EXPECTED OUTCOME)