



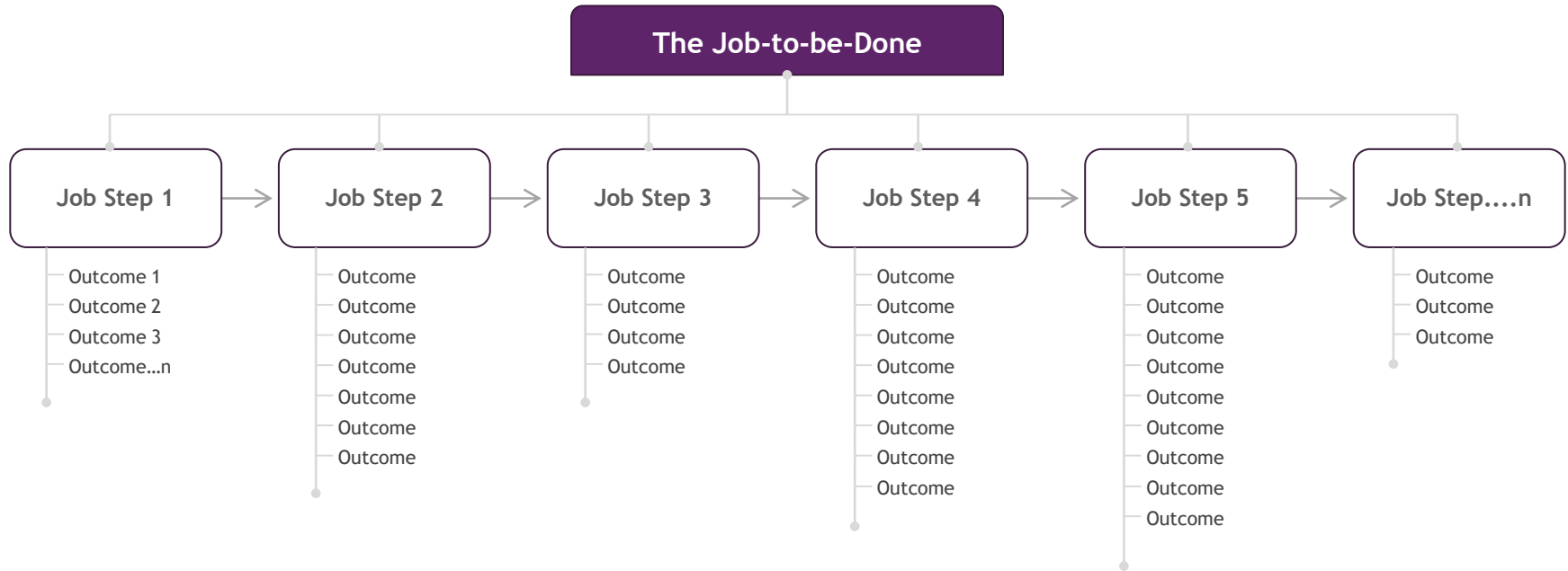
JTBD SUMMIT EUROPE 2021

Outcome gathering demonstration

How do we obtain a deep understanding
of the customer's job-to-be-done?

Study the job-to-be-done at its most granular level

By studying what the customer is trying to accomplish, it becomes possible to capture a new type of customer need; the metrics people use to measure the successful execution of the job—the customer’s desired outcomes.

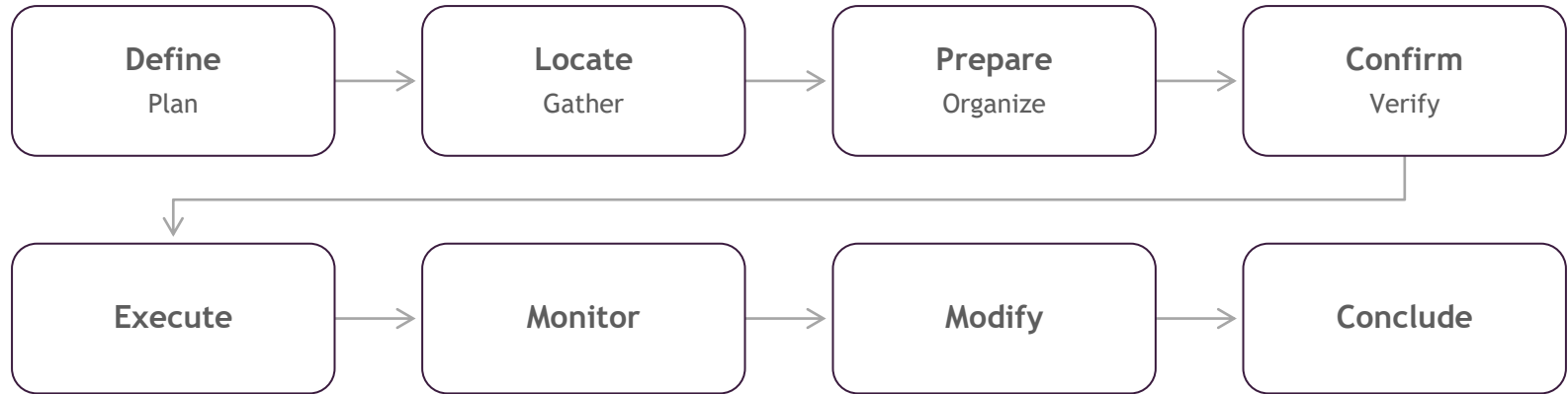


Start with a Job Map

A Job Map is a step-by-step description of the customer's job-to-be-done. It presents the company with a framework that accelerates growth.

The Job Map analyzes the job in problem space

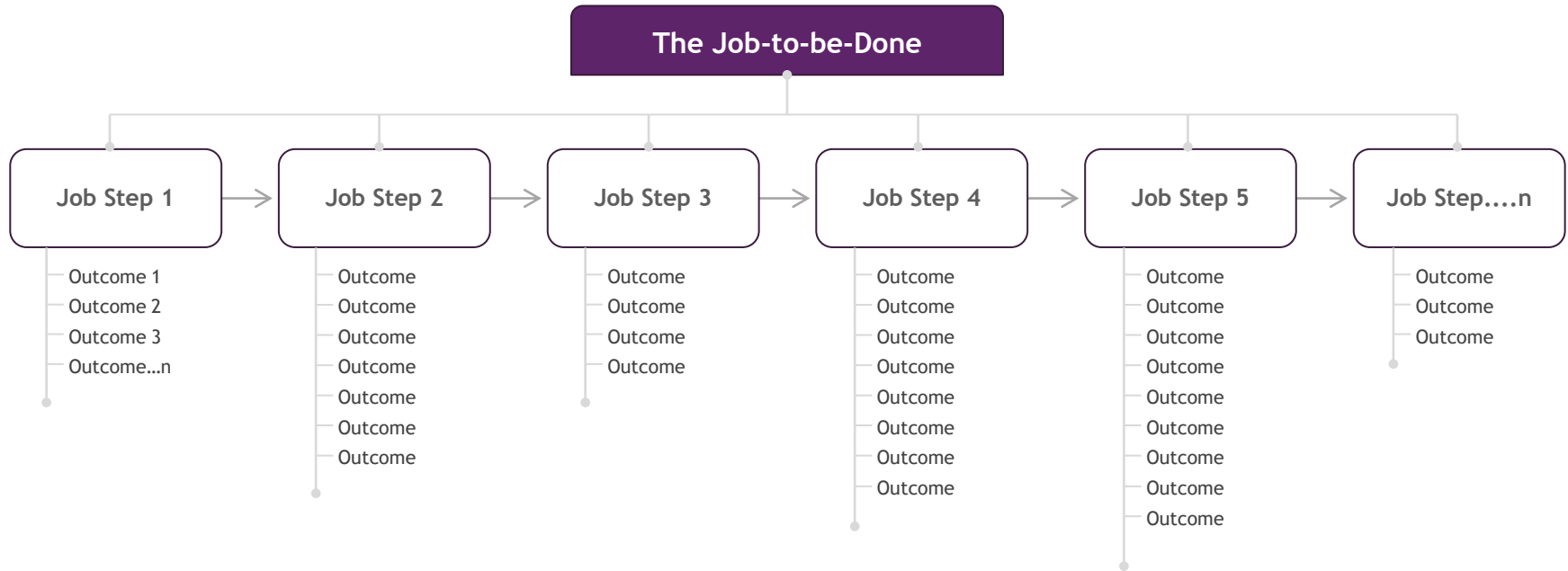
A Job Map details, step by step, what the customer is trying to get done—not what they are doing. A Job Map is solution independent, details the ideal process flow, and applies across geographies.



The Customer-Centered Innovation Map, Harvard Business Review, 2008

Next, we uncover the customers desired outcomes

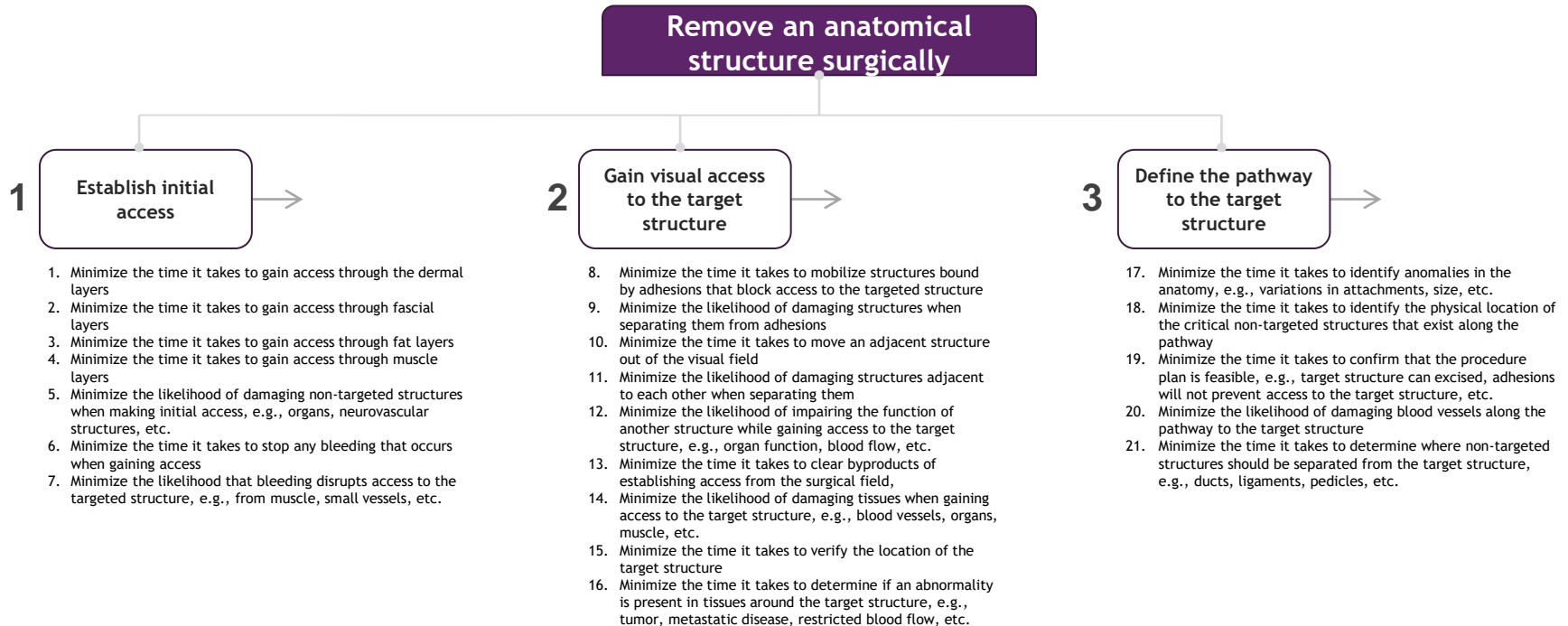
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Demonstration

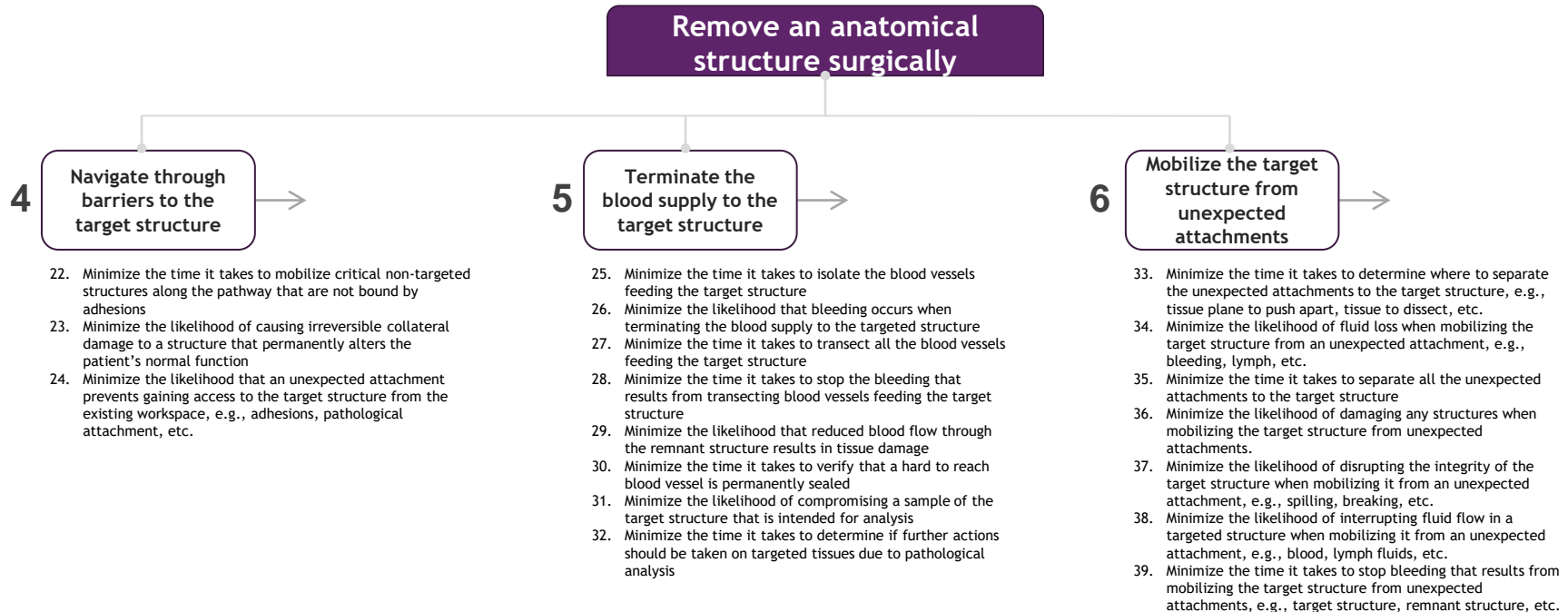
Obtain a deep understanding of the customer's job-to-be-done

Example: the metrics surgeons use to measure the successful execution of the job.



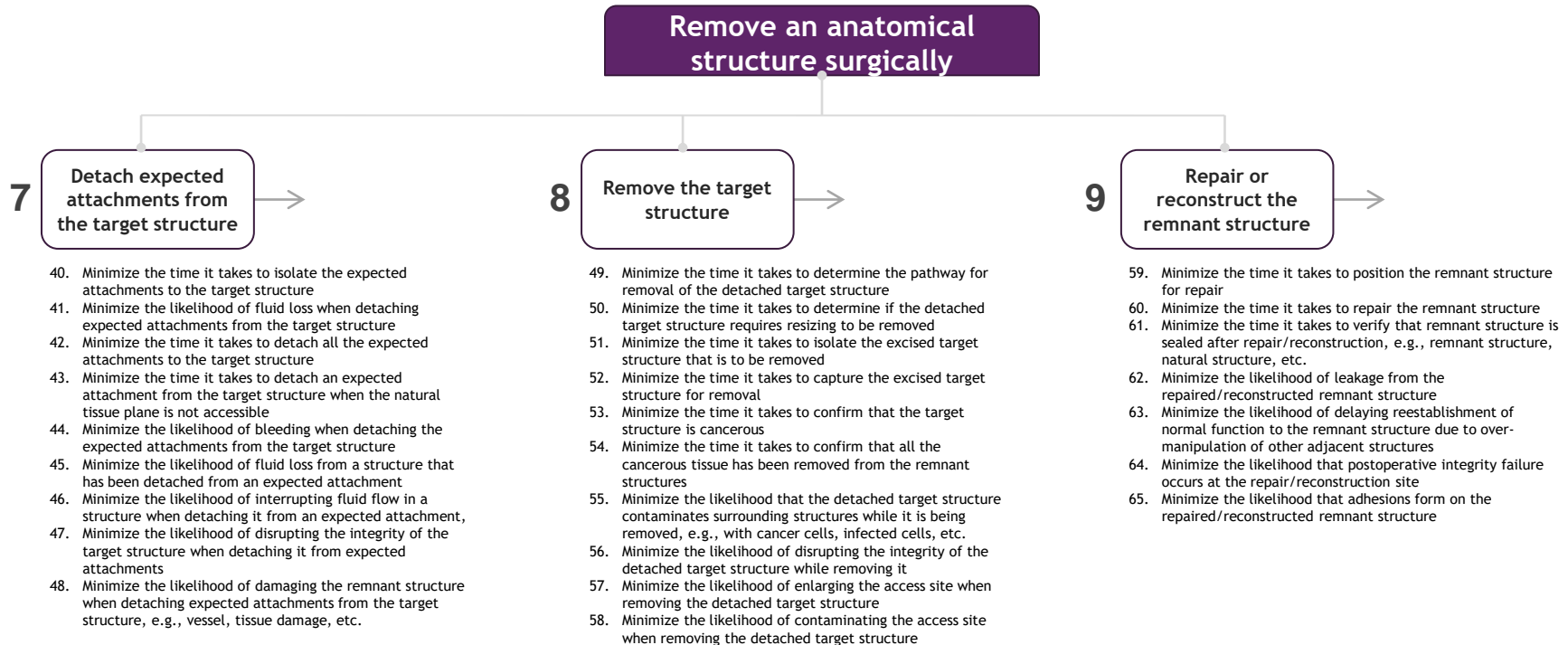
Obtain a deep understanding of the customer's job-to-be-done


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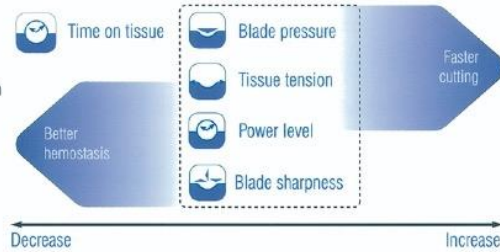


An abstract graphic featuring a network of interconnected nodes and lines. The nodes are small circles in various colors (purple, blue, green, red, white) and are connected by thin, light-colored lines. The background is dark purple with some translucent, overlapping geometric shapes in shades of purple and blue, creating a sense of depth and complexity.

100+ outcome statements instruct innovators
how to help customers get the job done
perfectly.

Minimize Thermal Damage With Enhanced Precision

Factors that drive precision

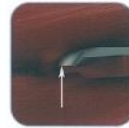


Complete Tissue Management Balanced Hemostasis and Cutting



Coaptive coagulation

With the flat side or blunt outer edge of the hooked blade, apply direct pressure to the vessel until it is sealed and can be divided safely.



Blade surface

The sharp inner radius is most effective during dissection.



Simultaneous cut and coagulate

With the inner radius of the hooked blade, apply a direct smooth pressure, cutting and sealing the tissue in one smooth sweep.



Flat side spot coagulation

Place the large flat surface of the blade onto the vessel for 3 seconds or until the vessel has been sealed.



Tissue tension


Dissection is most effective when tissue tension is increased.



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These steps to use are intended as an adjunct to the instructions for use. Before using the device, read full instructions for use.

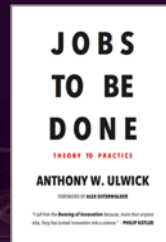
Benefits of collecting/using desired outcome statements



- Valid for years; stable over time; tied to the JTBD
- Align sales, marketing, development and R&D around a shared understanding of customer needs
- Captured in days using virtual customer immersion research techniques
- Can easily be prioritized by the target population, revealing a rich field of growth opportunities
- Can be used as the bases for market segmentation
- Act as a value creation / ideation instructions and a scorecard



Q&A



Free e-book and audiobook at:
Jobs-to-be-done-book.com

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