

Jobs To Be Done

A workshop with

Joe Leech





A one day workshop with your team on how to use JTBD to improve your website, app and design process.

A practical, hands on way to understand how make the right product choices based on user needs. Use JTBD to uncover, plan and build innovative products. How JTBD can be used to advocate user centred design to senior stakeholders and unify product and marketing effort around a shared understanding of what users want to do. Perfect for product managers, UXers, business analysts and everyone planning and delivering product.

What you'll learn

Through a fun, practical example project you'll learn:

1. How and why to run user research to uncover the Jobs to be Done. Research techniques to identify and capture met and unmet user need.
2. How to prioritise the Jobs to be Done. Which jobs to focus on first, which will have the greatest impact and which will deliver real innovation.
3. How to design products, experiences and features around each JTBD. How to practically translate each Job to be Done into a product feature / UI via Job Stories.
4. How JTBD can fit into your existing product processes (eg Agile, Design Sprints, user research) as well as the pros and cons of using JTBD.
5. Use JTBD to align senior stakeholders, product teams and marketing.

After the workshop

You'll be able to:

1. **Uncover** the Jobs to be Done, map them to your product and understand where there is unmet user need
2. **Advocate** and evidence product changes across the organisation from C level executives to marketing
3. **Build** the right thing in the right order for the right reasons

Come to the workshop and you'll able to put JTBD into practice as soon as you get back to the office.

I've worked with organisations like MoneySuperMarket eBay, Disney and Marriott as well as many startups so will share my experience of researching, planning and designing successful digital products. I am a trained, experienced and qualified school teacher so expect to be sketching, designing and applying JTBD from the very start of the workshop.

@mrjoe

Engaging materials

JTBD Worksheet

1. Social, Emotional, Functional

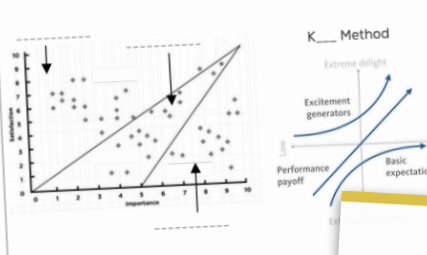
Functional	Functional
Emotional	Emotional
Social	Social

Job Stories

When I am
Help me to
So I can

All links, the presentation and this worksheet
mrjoe.uk/JTBDworkshop

JTBD Prioritising



Mark them: F, E or S Organised by epics

2. Progress toward a goal

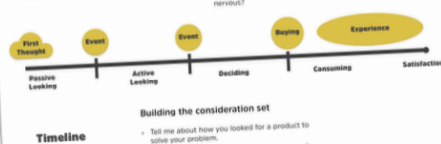


Finding the first thought

- When did you first realise you needed something to solve your problem?
- Where were you?
- Were you with someone?
- What were you doing, or trying to do when this happened?

Making the choice

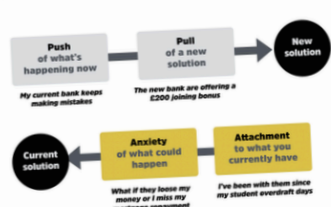
- Did you ask anyone else about what they thought about the purchase you were about to make?
- What was the conversation like when you talked about purchasing the product with your spouse/friend/brother/sister?
- Before you purchased, did you imagine what using the product would be like? Where were you when you were thinking this?
- Did you have any anxiety about the purchase? Why did it make you nervous?



Building the consideration set

- Tell me about how you looked for a product to solve your problem.
- What kind of solutions did you try? Or not try? Why or why not?

3. Four forces



Push of what's happening now Pull of the new solution

Attachment to what you current have Anxiety of the new solution

Hiring and Firing
What product has to be fired for our pro
hired fired
SMS
Taxi
WeWork
Amazon Echo
Monzo
Goog

Four Forces

Push of what's happening now

Pull of the new solution

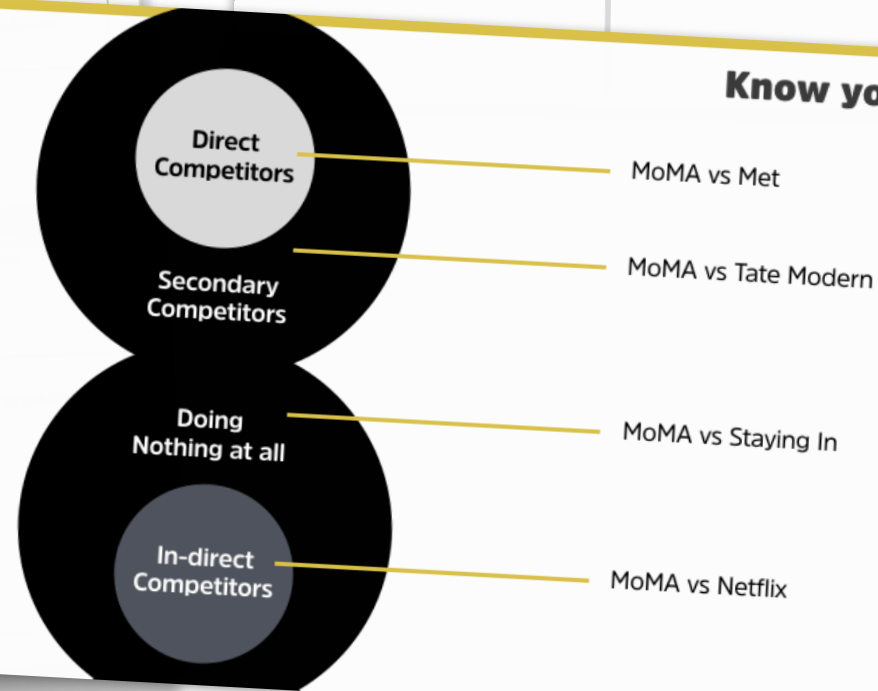
NEW

Attachment to what you current have

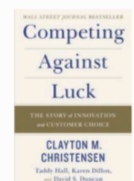
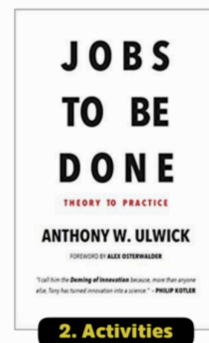
Anxiety of the new solution

CURRENT

Know your competitors



Books & Sources



User Stories vs Job Stories

As a **shopper**
I want **my balance**
so that **check if I can afford these trainers**

When I am **in a shop thinking about buying something**
Help me to **know how much money I have quickly**
So I can **check if I can afford these trainers when I'm in the queue for the checkout**

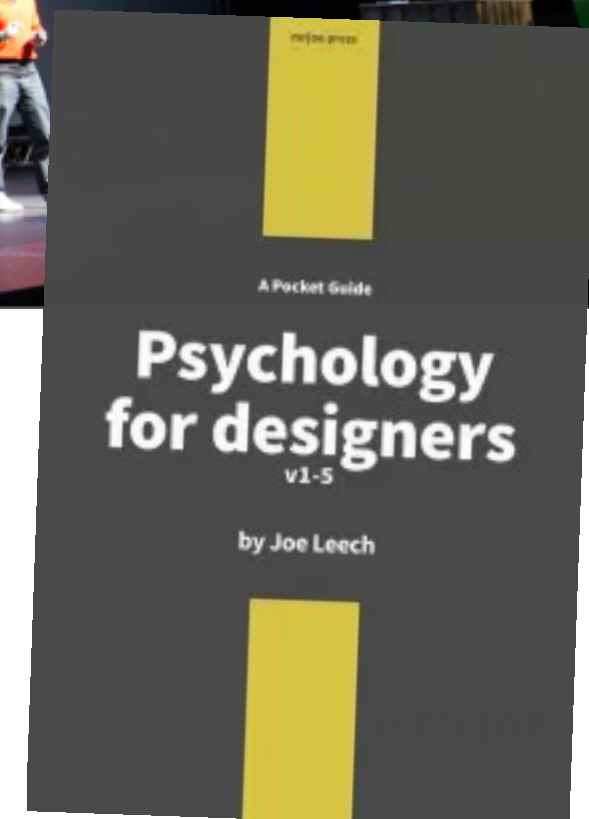
@mrjoe

About Joe



I have spent the last 15 years working in UX and Product with clients like MoneySupermarket, eBay, Trainline, Budget Rental Cars, MoMA, Marriott and Disney. I'm currently working with giffgaff, Raspberry Pi and a handful of startups. I consult for $\frac{2}{3}$ of my time and write / speak / train for $\frac{1}{3}$.

I'm the author of Psychology for Designers. I have a degree in Neuroscience and an MSc in Human Computer Interaction. I was a primary / elementary school teacher before this internet thing took-off so expect fun, games and practical stuff; no boring lectures and pages of PowerPoint.



Feedback on Joe's previous workshops

"It was an excellent workshop that was well paced, engaging and allowed us to put our learnings into practice. It was one of the best workshops I've attended."

"I really enjoyed Joe's workshop. We learnt theories, processes and research methods. And it wasn't long until we were applying them in practice; to collaborate, create and evaluate designs for a better user experience"

"A career changing experience."

MoneySupermarket

"Seriously impressed by the standard of delivery and quality of teaching during this session. Also as someone who teaches sessions on a regular basis, I have to say that the teaching was inspirational!"

If you want to start using Jobs To Be Done in your design research then Joe's informative, practical and persuasive course will put you on the right path.

Packed with valuable and actionable insights, Joe's workshop should be mandatory for product designers and managers.

"AO.com: [Following the workshop] I feel very confident we can take our ecommerce platform to the next level and create one of the best ecommerce sites in the world."

Previous workshops with:

dyson

gohenry

 **SMASHING**
MAGAZINE

 **mind the**
PRODUCT



Clearleft

freeagent

ao.com

