

Customer Segments / Jobs

Jobs-to-be-done describes a fundamental problem your customers are trying to solve in their work or in their lives. It could be the tasks they are trying to perform and complete, the problems they are trying to solve, or the needs they are trying to satisfy. The jobs-to-be-done concept was invented and refined by two consulting companies, Innosight and Strategy.

There are four different types of jobs that customers are trying to get done:

1. **Functional jobs:** When your customers try to perform or complete a specific task or solve a specific problem, they are aiming to get a functional job done.
2. **Social jobs:** Trying to look good or gaining power or status are social jobs. These jobs describe how a customer wants to be perceived by others.
3. **Emotional jobs:** Your customers may seek a specific feeling, such as feeling good or feeling secure. This is an emotional job they are trying to get done.
4. **Supporting jobs:** Besides trying to get a core job done, your customer performs ancillary jobs in different roles. These can be divided into three categories.
 - **BUYER:** In this role your customer performs jobs related to buying, such as comparing offers, deciding which products to buy, performing a purchase, or taking delivery of a product or service.
 - **CO-CREATOR:** In this role your customer performs jobs related to co-creating value with you as an organization, such as co-designing a product or solution, or even creating part of the value proposition.
 - **TRANSFERRER:** In this role your customer performs jobs related to the end of the lifecycle of a value proposition. This could be, for example, how customers dispose of a product, transfer it to others, or resell it.

Recommended Ranking Exercise:

Customer Segments Questions

- What is the customer segment trying to get done. Is it a problem or need?
- What functional or social jobs are getting done?
- What emotional jobs are getting done?
- What basic needs are helping your customer satisfy?

Job significance

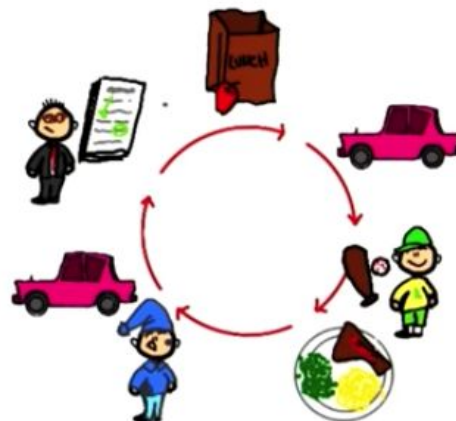
Not all jobs have the same significance to your customer. Some are crucial in a customer's work or life and some are merely trivial. Typically, the occurrence of a job may also indicate how significant it is to your customer.

The consultancy Innosight indicates that a job is significant when the:

- 1- Customer's failure to satisfy the job has significant consequences
- 2- Existing solutions don't get the job done in a satisfying way, or
- 3- Large number of customers have the job or a small number of customers are willing to pay a lot of money to satisfy this job.

Recommended Ranking Exercise:

Rank each job according to it's significance to the customer:



- Is it crucial or trivial?
- At what frequency does it occur?

- Outline the context in which a job is done, that may impose constraints or limitations.
- Where my product fits in a day in the life of a customer?

Job context

Customer jobs-to-be-done often depend on the specific context in which they are performed. The context may impose certain constraints or limitations. For example, making a call on the fly is different when you are traveling in the train or when you are driving a car.

Who is the customer in context?

- Example number one: Selling entertainment software to teens.

User	Influencer	Recommender	Decision Maker	Economic Buyer
Teen	Friends	Friends	Teens/Parents	Parents

- Example number two: Selling business intelligence software into a large business.

User	Influencer	Recommender	Decision Maker	Economic Buyer
Report Users	Report Users	Line of Business Management	CIO	CFO

There is an additional category "saboteurs", people that could boicot your product (in example number two can be engineers in the company that are trying to build a similar platform and can be afraid of losing their job if the company buys that new product).