

Jobs to Be Done Insights

Timeline

 Events / Context	 Push	 Pulls	 Habits	 Anxieties
	<i>What pushes people to think about alternative solutions?</i>	<i>Why are people intrigued by our product?</i>	<i>What are people used to in the product they use currently?</i>	<i>What do people fear about when they think about switching to a new product?</i>
Passive looking				
Active looking				
Deciding				

How the product is being consumed

 Triggers / Context	 Motivations	 Anxieties	 Delights	 Frustrations
<i>What triggers people to use a feature and what are the casualties? What was the context?</i>	<i>What motivates people to use the feature?</i>	<i>Why do people hesitate to use the feature?</i>	<i>What makes people feel good about using the feature?</i>	<i>What makes people angry when using the feature?</i>
Feature A				