1 Who: Role & responsibility:

What is the current 'job to be done'? Describe the steps below.

2

| Describe Task | Describe Task | Describe Task | Describe Task | Describe Task | Describe Task | Describe Task | Describe Task | Describe Task |

3

4

| Describe Need | Describe Need | Describe Need | Describe Need | Describe Need | Describe Need | Describe Need | Describe Need | Describe Need |

EXPERIENCE + / −

Key:
1. Identify the user and their general role and responsibility.
2. Define each step of the current 'job to be done'.
3. Indicate whether each step creates a positive or negative exerience by redrawing the ○ up (to indicate positive) or down (to indicate negative).
4. Identify a need for each positive or negative experience.