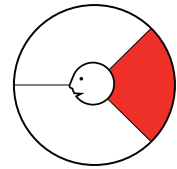


# Customer Jobs



## Trigger Questions

Jobs describe the things your customers are trying to get done in their work or in their life. A customer job 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.

*Use the following trigger questions to help you think of different potential customer jobs:*

- 1.** What is the one thing that your customer couldn't live without accomplishing? What are the stepping stones that could help your customer achieve this key job?
- 2.** What are the different contexts that your customers might be in? How do their activities and goals change depending on these different contexts?
- 3.** What does your customer need to accomplish that involves interaction with others?
- 4.** What tasks are your customers trying to perform in their work or personal life? What functional problems are your customers trying to solve?
- 5.** Are there problems that you think customers have that they may not even be aware of?
- 6.** What emotional needs are your customers trying to satisfy? What jobs, if completed, would give the user a sense of self-satisfaction?
- 7.** How does your customer want to be perceived by others? What can your customer do to help themselves be perceived this way?
- 8.** How does your customer want to feel? What does your customer need to do to feel this way?
- 9.** Track your customer's interaction with a product or service throughout its lifespan. What supporting jobs surface throughout this life cycle? Does the user switch roles throughout this process?