



# IgniteX

## CONCEPT BOOKLET

### Module 2

### Lesson 2: Assess 'Jobs-To-Be-Done' (JTBD) for a Customer Segment

#### Context:

After identifying your customer segment, the next step is to thoroughly understand and establish your niche. This is where developing a customer persona becomes invaluable. Alongside this, the "Jobs to be Done" (JTBD) framework helps you comprehend why customers purchase products or engage services. It focuses on the specific "job" that customers need to accomplish when they "hire" a product or service to solve their problems or fulfill their needs.

# Program overview, and your **Venture Journey** over 14 weeks

<b>1. Problem Identification</b>	<b>2. Customer Identification &amp; Needs Validation</b>	<b>3. Solution Idea Generation</b>
Week 1	Weeks 2-3	Week 4
<ul style="list-style-type: none"> <li>■ Orientation</li> <li>■ Develop Macro Industry-Problem view</li> <li>■ Discover 'Real World' Problems</li> <li>■ Analyze Problems</li> </ul>	<ul style="list-style-type: none"> <li>■ Identify customer segments</li> <li>■ Outline 'jobs-to-be-done'</li> <li>■ Develop Initial Customer Personas</li> <li>■ Understand Customer Validation</li> <li>■ Validate Customer-Problem fit</li> <li>■ Refine Customer Personas &amp; Problem</li> </ul>	<ul style="list-style-type: none"> <li>■ Understand Ideation techniques</li> <li>■ Generate Solution Idea</li> <li>■ Map Solution-Problem fitment</li> </ul>
<b>4. Opportunity &amp; Competition Mapping</b>	<b>5. Prototype Development &amp; MVP</b>	<b>6. Opportunity Feasibility Assessment &amp; Sizing</b>
Week 5	Week 6	Week 7
<ul style="list-style-type: none"> <li>■ Identify &amp; map Global competitors</li> <li>■ Review Industry Trends</li> <li>■ Size the Market</li> </ul>	<ul style="list-style-type: none"> <li>■ Understand Prototypes &amp; MVP</li> <li>■ Build a Prototype</li> <li>■ Use Prototype for early Validation</li> </ul>	<ul style="list-style-type: none"> <li>■ Determine your Relative Market Position</li> <li>■ Estimate Opportunity Size and its Scope</li> </ul>
<b>7. Business Modelling</b>	<b>8. Marketing &amp; Sales Strategy</b>	<b>9. Financial Management for Profitability</b>
Week 8	Week 9	Week 11
<ul style="list-style-type: none"> <li>■ Understand Revenue Model</li> <li>■ Understand Lean Canvas</li> <li>■ Build the LC for your Startup</li> </ul>	<ul style="list-style-type: none"> <li>■ Understand Marketing &amp; Sales</li> <li>■ Understand &amp; Define Go-To-Market (GTM) approach</li> <li>■ Understand Sales Process</li> </ul>	<ul style="list-style-type: none"> <li>■ Understand Startup Costs</li> <li>■ Understand Profitability</li> <li>■ Getting Started with Financial Planning</li> <li>■ Understand &amp; Explore Bootstrapping options</li> </ul>
<b>10. Team &amp; Talent Requirement</b>	<b>11. Orientation for Scale</b>	<b>12. Venture Idea Feasibility Presentation</b>
Week 12	Week 13	Week 14
<ul style="list-style-type: none"> <li>■ Building a Founding team (A Team)</li> <li>■ Founding team members (Co-Founders &amp; Mentors)</li> <li>■ Defining your Team Requirements</li> </ul>	<ul style="list-style-type: none"> <li>■ Thinking Beyond the Prototype - Scale Opportunity &amp; Orientation</li> <li>■ Getting Story Telling Right</li> <li>■ Pitch preparation</li> </ul>	<ul style="list-style-type: none"> <li>■ Practice Pitch</li> <li>■ Final Pitches</li> </ul>

## Concepts covered in this lesson:

### Jobs-To-Be-Done (JTBD)

- The significance of JTBD in building customer persona.
- How JTBD helps to understand customer behavior.

### Customer Persona

- Definition and relevance of creating a customer persona.
- Different components that constitute a customer persona.

### Types of JTBD

- Understand different kinds of jobs customers may expect.
- Using the framework to identify customer needs.

### Develop Customer Persona

- Role of demographic and psychographic insights to create a customer persona.
- Crafting a customer persona with initial research.

## After completing this lesson, you will be able to:

1. Identify and analyse the underlying motivations and goals that drive customer behaviour.
2. Identify and define the various types of jobs that customers are trying to accomplish when they purchase products or services.
3. Use JTBD insights to create the initial customer persona.

## Steps for you to take:

1. Review your primary customer segment.
2. Do initial research and build your primary customer's persona.
3. Use the JTBD framework of functional, emotional, and social jobs to build the initial customer persona.

## Jobs-To-Be-Done:

Consider what Harvard Business School Professor Clayton Christensen found through his research:

*“Somewhere between 75 and 85 percent of all new products launched into the market don't succeed financially,” Christensen says. “The reason is they don't target a job that people are trying to get done.”*

Based on his research, Christensen asserts that customers don't simply buy a product or service—they “hire” it to do a “job.” This idea is at the heart of the jobs to be done theory, said to be developed by Tony Ulwick, founder of the innovation consulting firm Strategyn.

So, JTBD is all about understanding your customers and digging into their real needs and daily challenges. It is about developing a strong knowledge of WHY they are seeking a solution or product versus WHAT they are seeking. This insight ensures your product solves actual problems in ways that fit into customers' lives. By shaping your product with this focus, you verify your problem-solving approach and connect better with your audience. An understanding of JTBD enables you to craft valuable Customer

Personas or Profiles that you and your team understand deeply, and that to which you can put names of actual people that you know or have met.

## Types of JTBD:

- **Functional Jobs:** These are the core tasks or functions that customers need to accomplish.
- **Emotional Jobs:** These refer to the emotional needs or desires that customers seek to fulfill through a product or service. This could include feeling a sense of belonging, status, or security.
- **Social Jobs:** These are related to how products or services help customers fit in or relate to others socially.

### Functional Jobs

These are task-related. For a smartphone, it could be to make calls.

### Emotional Jobs

These relate to how the product makes the customer feel like feeling savvy with a new phone

### Social Jobs

These are about the product's impact on the customer's social standing, like being seen as trendy.

Understanding these jobs sharpens your understanding of how the customer types makes buying decisions and influences product development and marketing.

## Other Characteristics to understand your Customer Segments

### Demographic

These are task-related. For a smartphone, it could be to make calls.

Provides statistical data about customers, including age, gender, income level, education, occupation, and family status, to tailor marketing strategies.

### Psychographic

These relate to how the product makes the customer feel, like feeling savvy with a new phone.

Informs about customers' attitudes, lifestyles, values, interests, and opinions to align products with their expectations

By applying JTBD and demographic and psychographic analysis, entrepreneurs can craft products and strategies that deeply resonate with their target market.

## Customer Persona

### What is a Customer Persona?

A customer persona is a semi-fictional representation sketch of your target customers, crafted from market research and real data from potential, current customers, or past sales. These personas pack all the essential info in an easy-to-read snapshot.

### Why do you need a Customer Persona?

A Customer Persona provides a comprehensive insight into the customer and helps you to anticipate their needs, helping to align your solution with your customers' real-world needs. It's a tool that also helps your team make savvy marketing choices and sales plans that really hit home with your audience, ultimately boosting sales and keeping customers loyal.

Creating a customer persona means deeply understanding who your customers are beyond basic demographics. It involves visualizing their day-to-day life, what matters to them, their challenges, their Jobs-to-be-done.

## **Building a Customer Persona:**

**Start with Demographics:** This is the foundational data about your target audience. Include age, gender, location, occupation, and income level. While this information might not tell the whole story, it sets the stage for a deeper understanding.

**Understand their Goals and Motivations:** What drives your persona? Are they looking to save time, increase their productivity, or perhaps improve their health? Understanding what motivates your persona will guide your product development and marketing message.

Creating a detailed customer persona is NOT a one-time task. It's an ongoing process that evolves as you gain more insights about your market. It's about putting yourself in your customer's shoes, seeing the world from their perspective, and then aligning your product and business strategies accordingly.

## **Call-To-Action**

## Complete Venture Activity 2.2- Develop an Initial Customer Persona

- 1. Identify specific profiles of end-users within your primary customer segment.**
- 2. Use the JTBD framework and brainstorm the characteristics of your ideal customer within that segment.**
- 3. Craft your customer persona with all the initial research done. Your initial customer persona has to have the following:**
  - A name – something relatable
  - A face – a photograph (fictional but indicative)
  - Demography, Geography – Age, city, occupation
  - A day in the life – what are the highlights? What are the frustrations?
  - Fears and Motivators – What drives me? What keeps me awake at night?

For B2B and B2G ventures, the personas should be drawn for the key decision makers.