

Jobs-to-be-done innovation with behavioral science

protobrand

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Jobs-to-be-done:

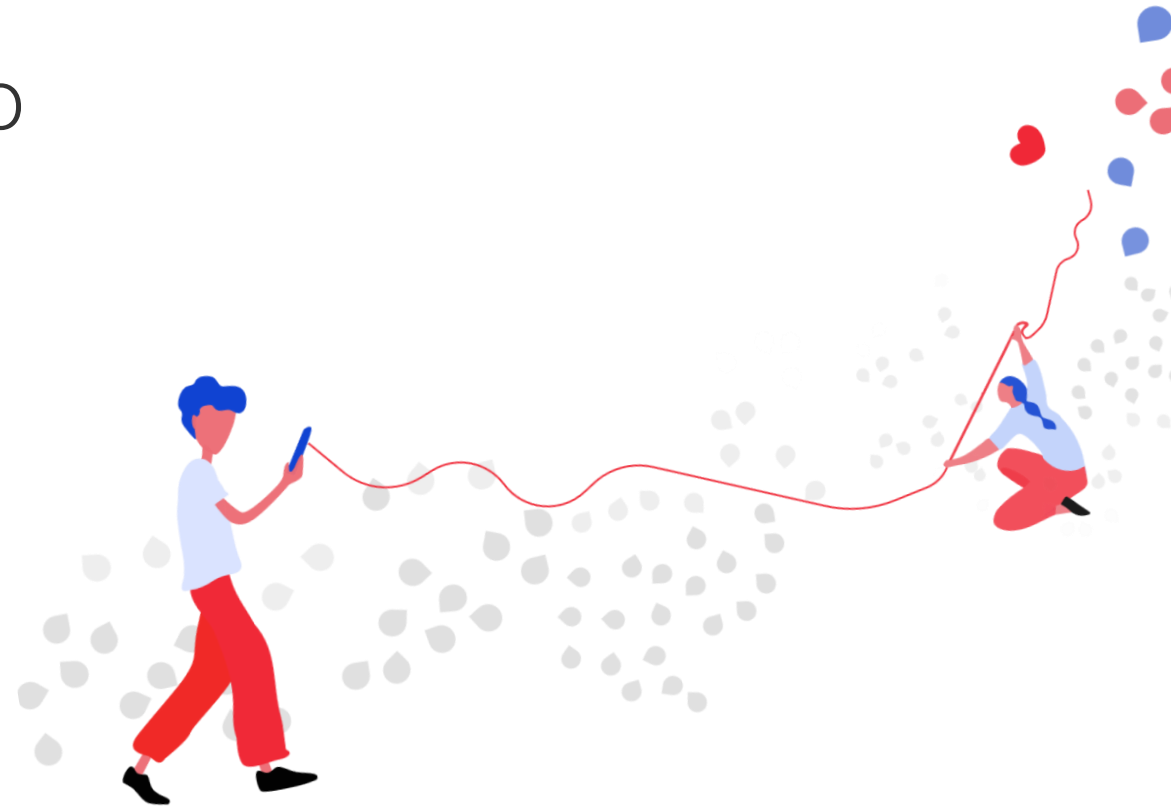
“When we buy a product, we essentially ‘hire’ it to help us do a job.”

HBR 2016, Christensen, Hall, Dillon, Duncan



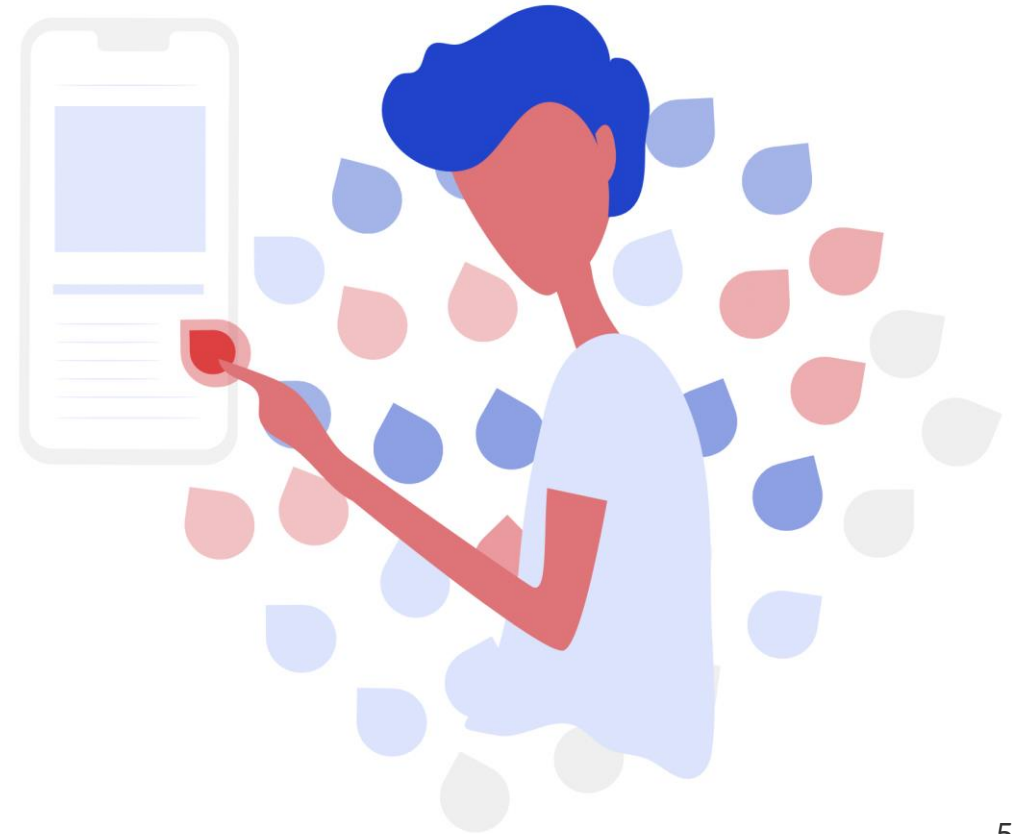
Jobs-to-be-done defined as:

- What the consumer hopes to accomplish
- What progress they are looking to make

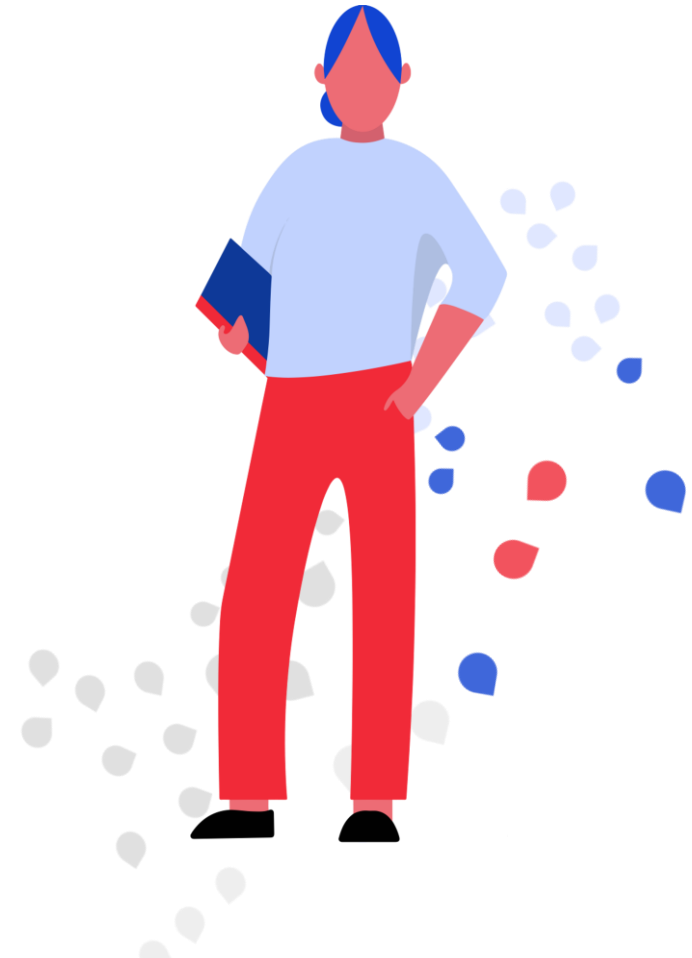




In a consumer culture people don't consume goods and services merely for functional satisfaction.



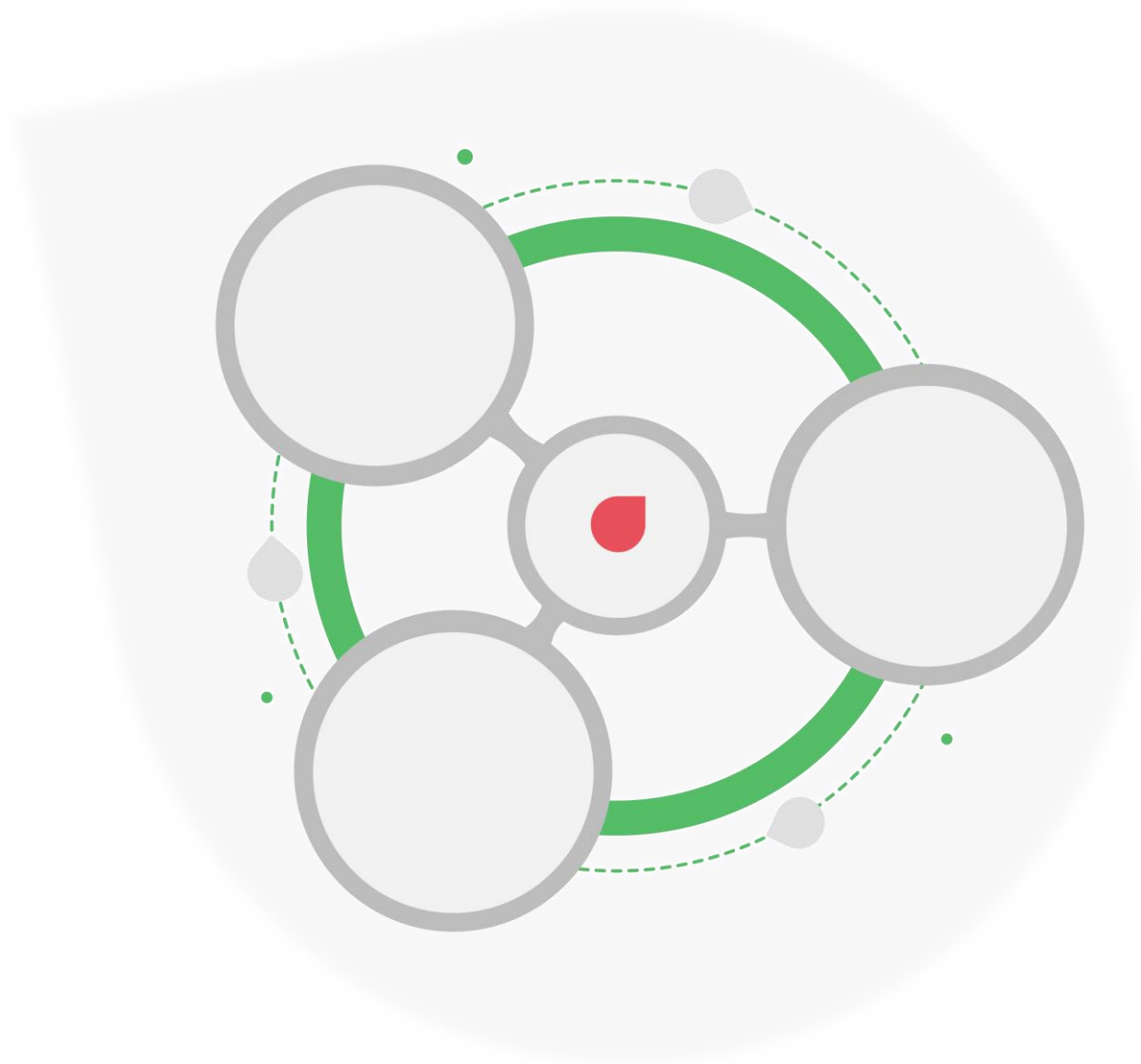
Consumption is meaning based where products and brands play a prominent role in how we experience and express the social world.







The job of jobs-to-be done innovation



Explore and validate
Doing-Being-Feeling
and how these are
interconnected

Being: life themes and values

Rebel

Unconventional with a mission to challenge the status quo

Accommodator

Respectful and inclusive with a mission to stand up for what is right

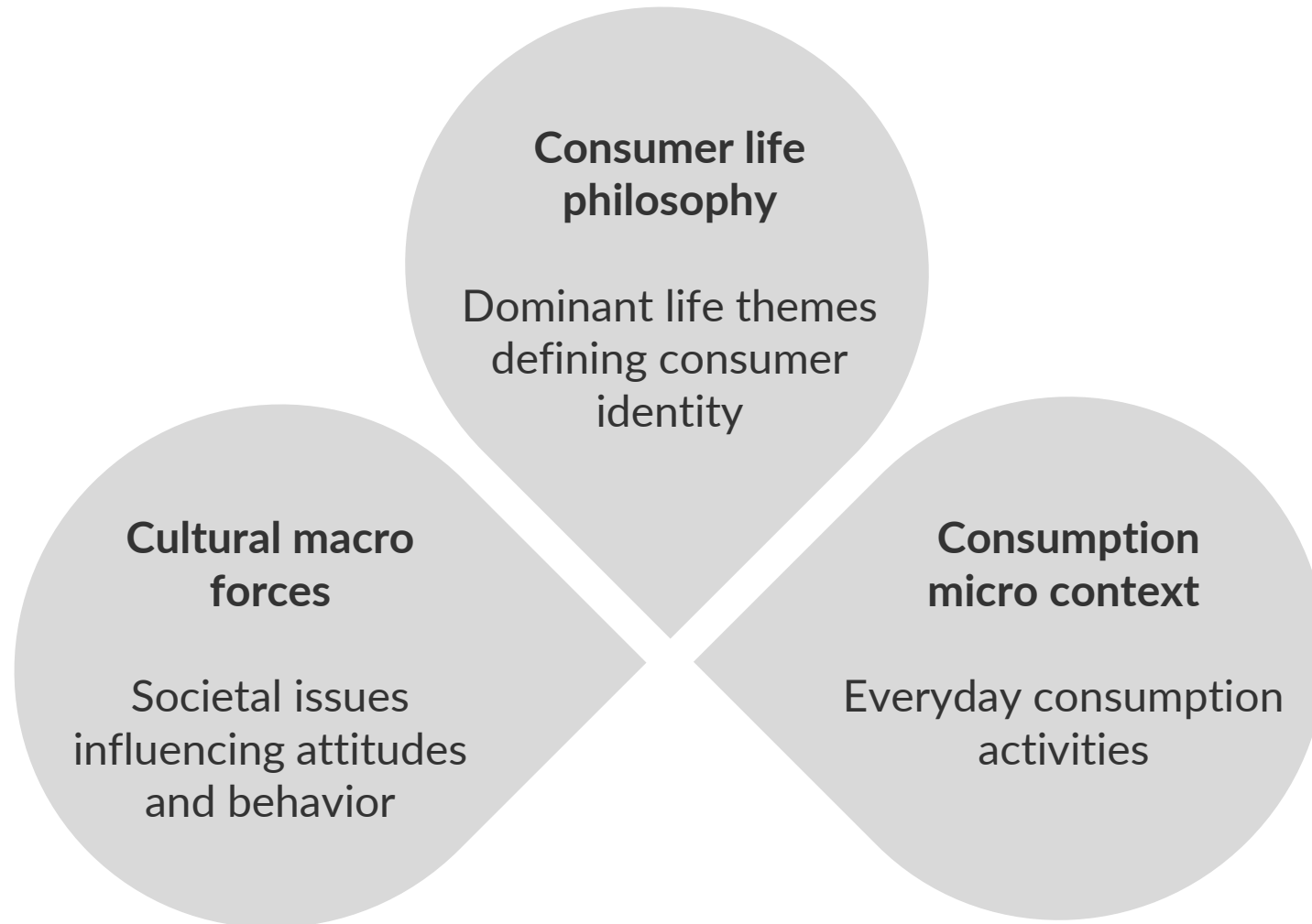
Achiever

Power seeker with an Insatiable appetite for accomplishments

Explorer

Life-long learner who wants to master things

Situating jobs-to-be-done



Developing plant based high protein snacking products

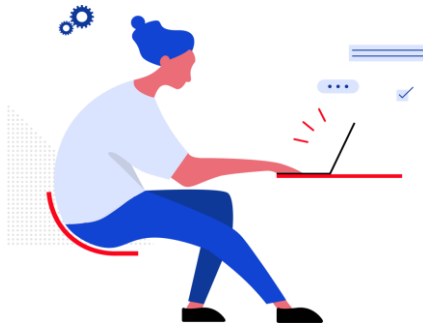
	Sustainability		
	1	2	3
Cultural force			
Identity theme	Respectful	Down-to-earth	Curious
Consumption context	Yoga workout	Preparing kids snackbox	Friends over for a drink
Emotional command system	Balance	Nurturing	Amusement
Desired Attributes	Vegan	Locally sourced	Novelty



Behavioral science unlocks new ways of understanding human behavior



System 1 - Subconscious
Always on, faster, instinctive and
almost effortless thinking



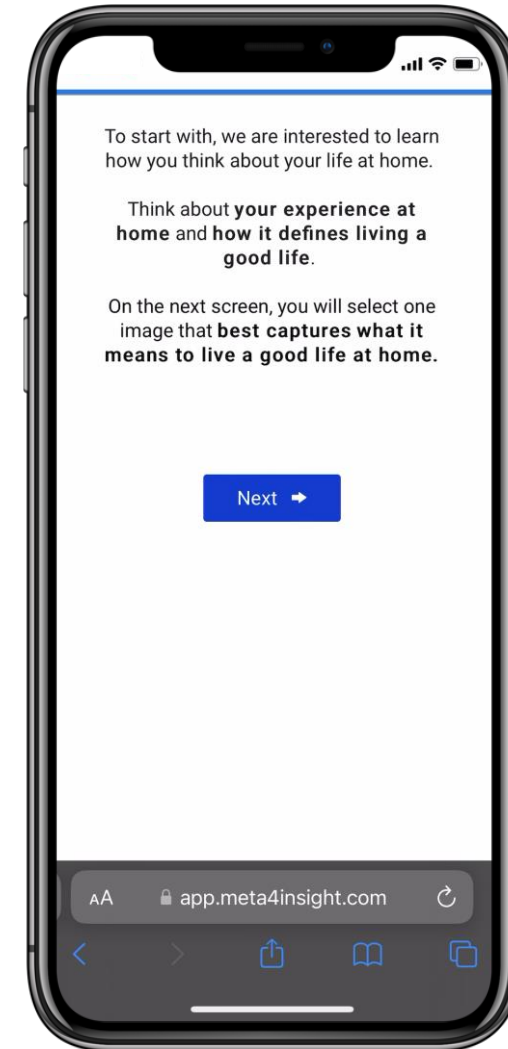
System 2 - Conscious
Slower, requires focus and effort



Life is a
highway

Jobs-to-be-done discovery with metaphor elicitation

- Metaphor Elicitation is a visual projective technique capturing consumer's deep-seated thoughts and feelings
- Helps consumers verbalize functional, social and emotional needs and desires through visual metaphors
- Qualitative text data captured through a survey and quantified with AI powered text analytics



Jobs-to-be-done innovation

1. Start with identity

Who do people aspire to be? What are their life themes and values?

2. Illuminate the consumption context

Where is the site for the job-to-be-done?

What activities are performed and who is involved?

Which emotional command systems dominate in the consumption context?

3. Uncover barriers to reach ideal self

What barriers do currently exist to achieve the aspirational identity in the particular context?



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