

# Jobs-to-be-done innovation with behavioural science

protobrand

May 4, 2022



Jobs-to-be-done:

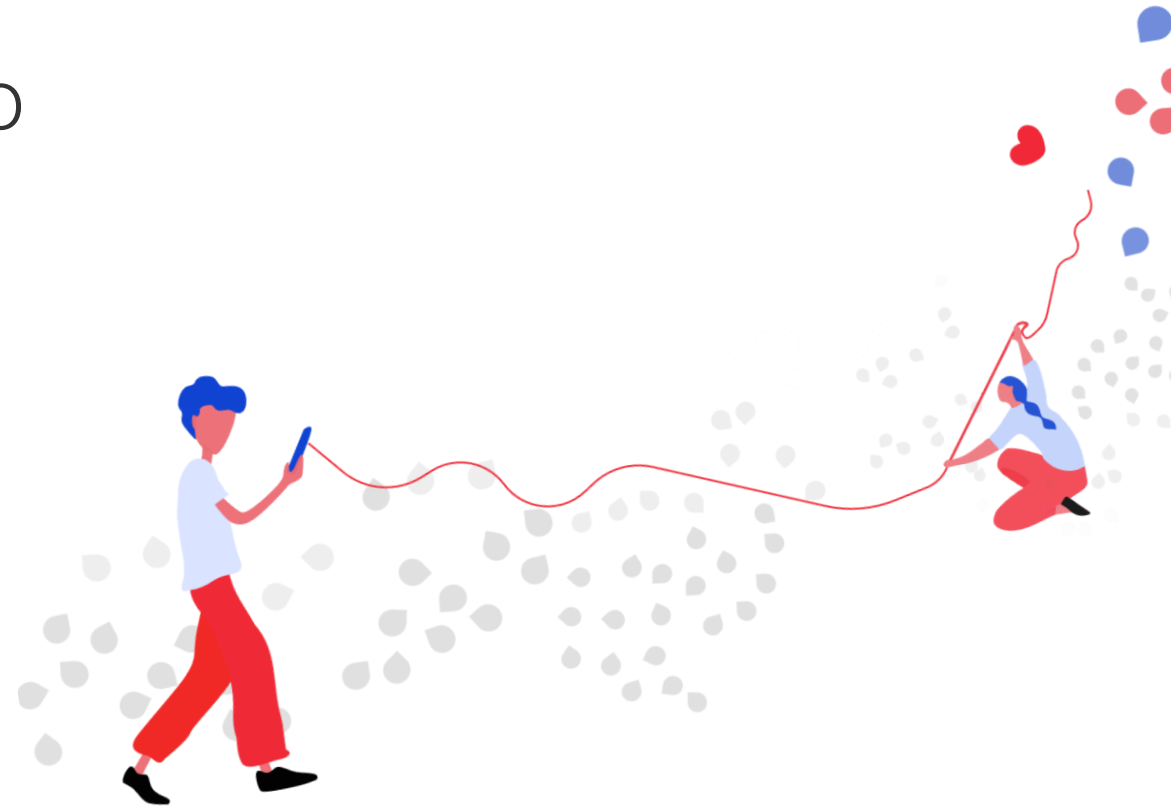
“When we buy a product, we essentially ‘hire’ it to help us do a job.”

HBR 2016, Christensen, Hall, Dillon, Duncan



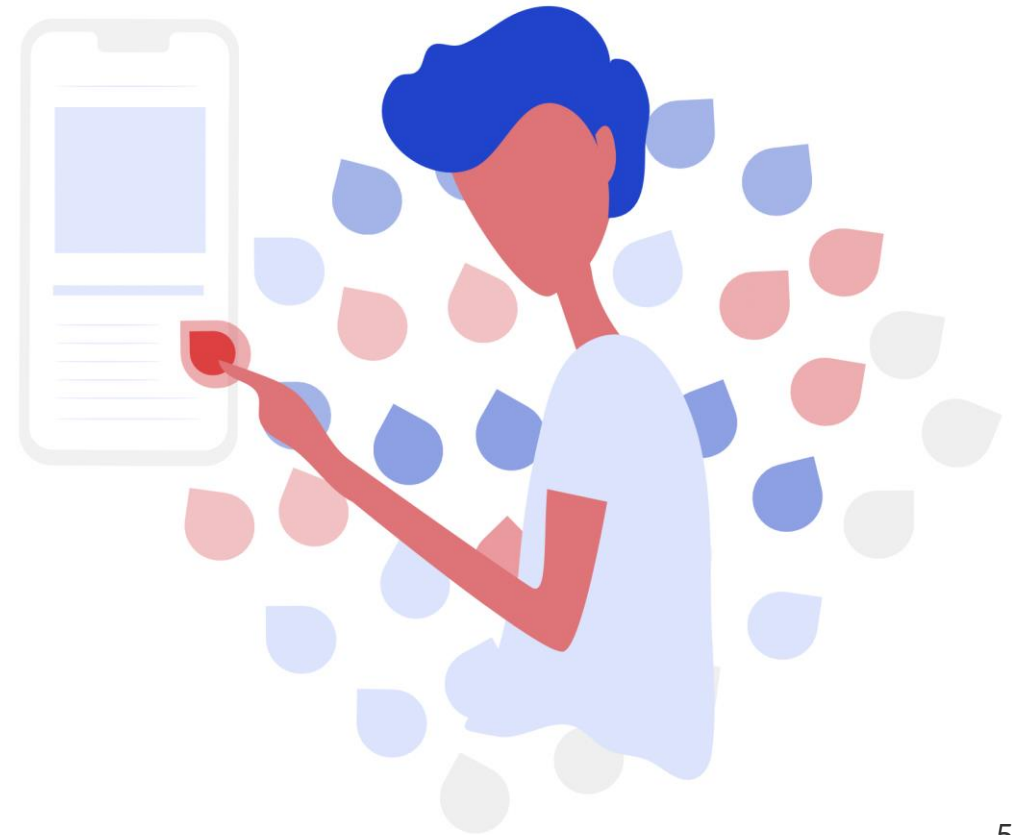
Jobs-to-be-done defined as:

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

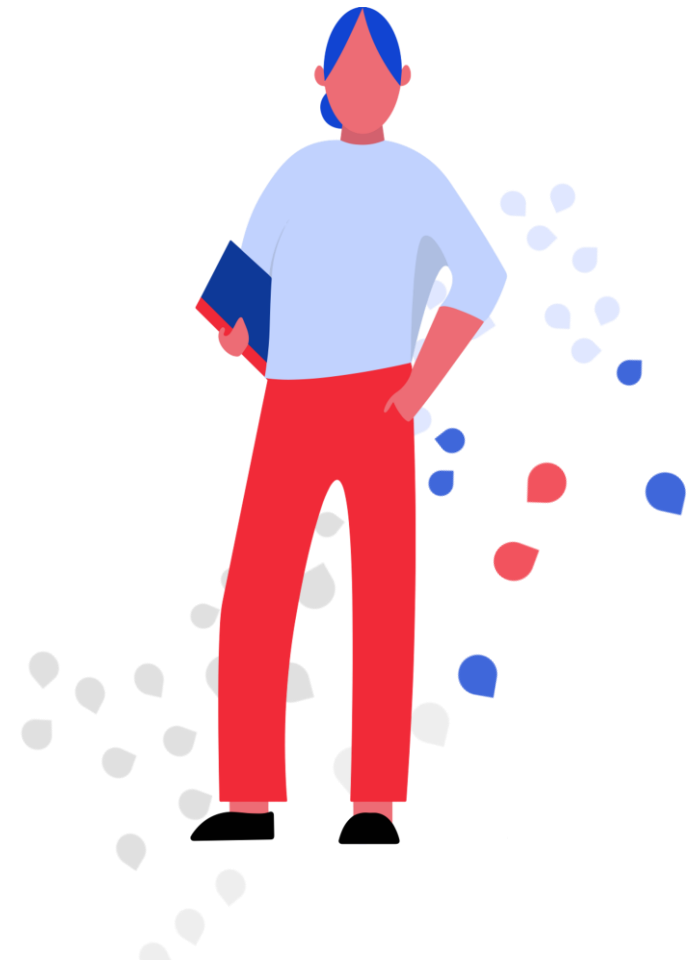




In a consumer culture people don't consume goods and services merely for functional satisfaction.



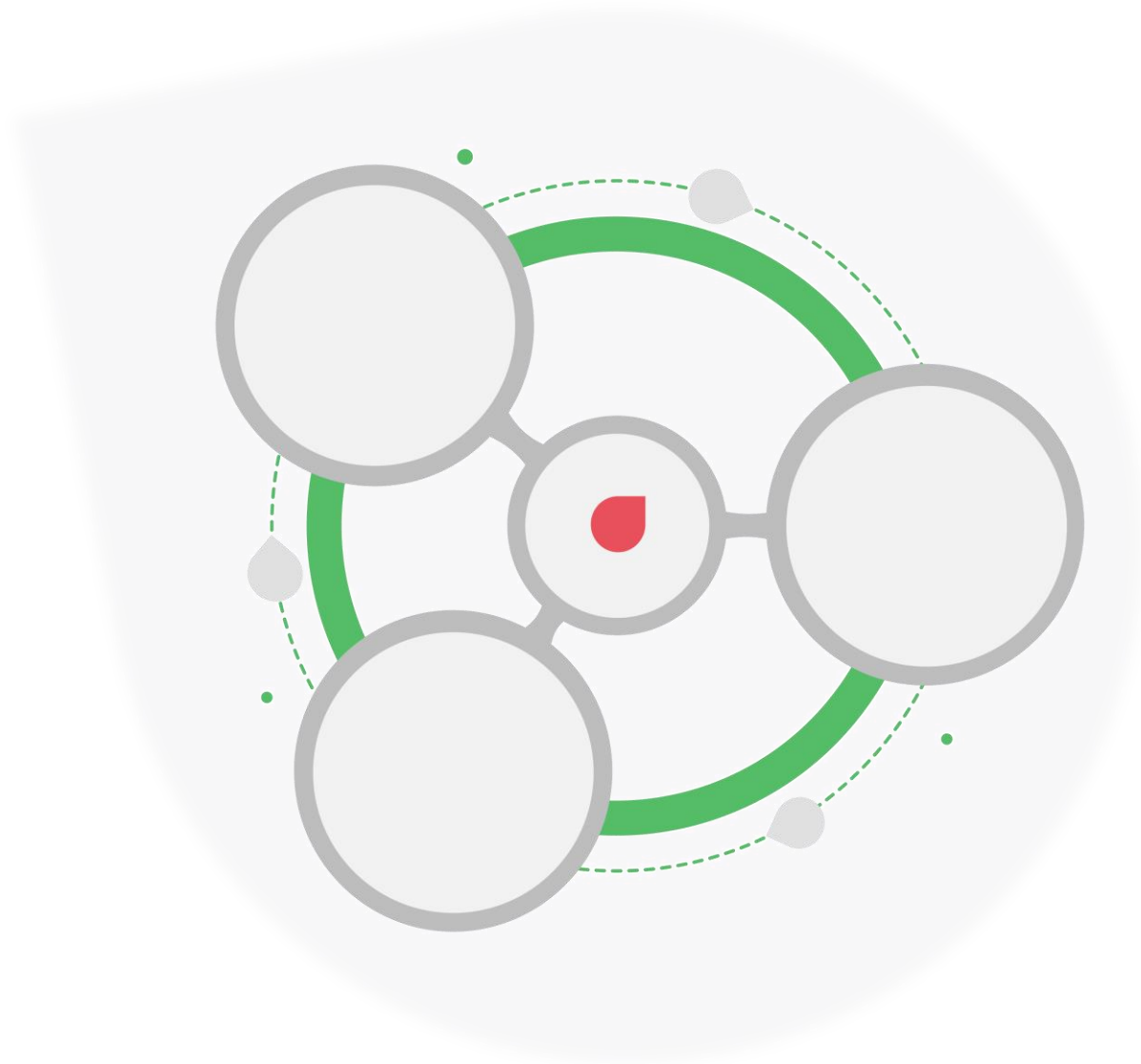
Consumption is meaning based where products and brands play a prominent role in how we experience and express the social world.







## 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

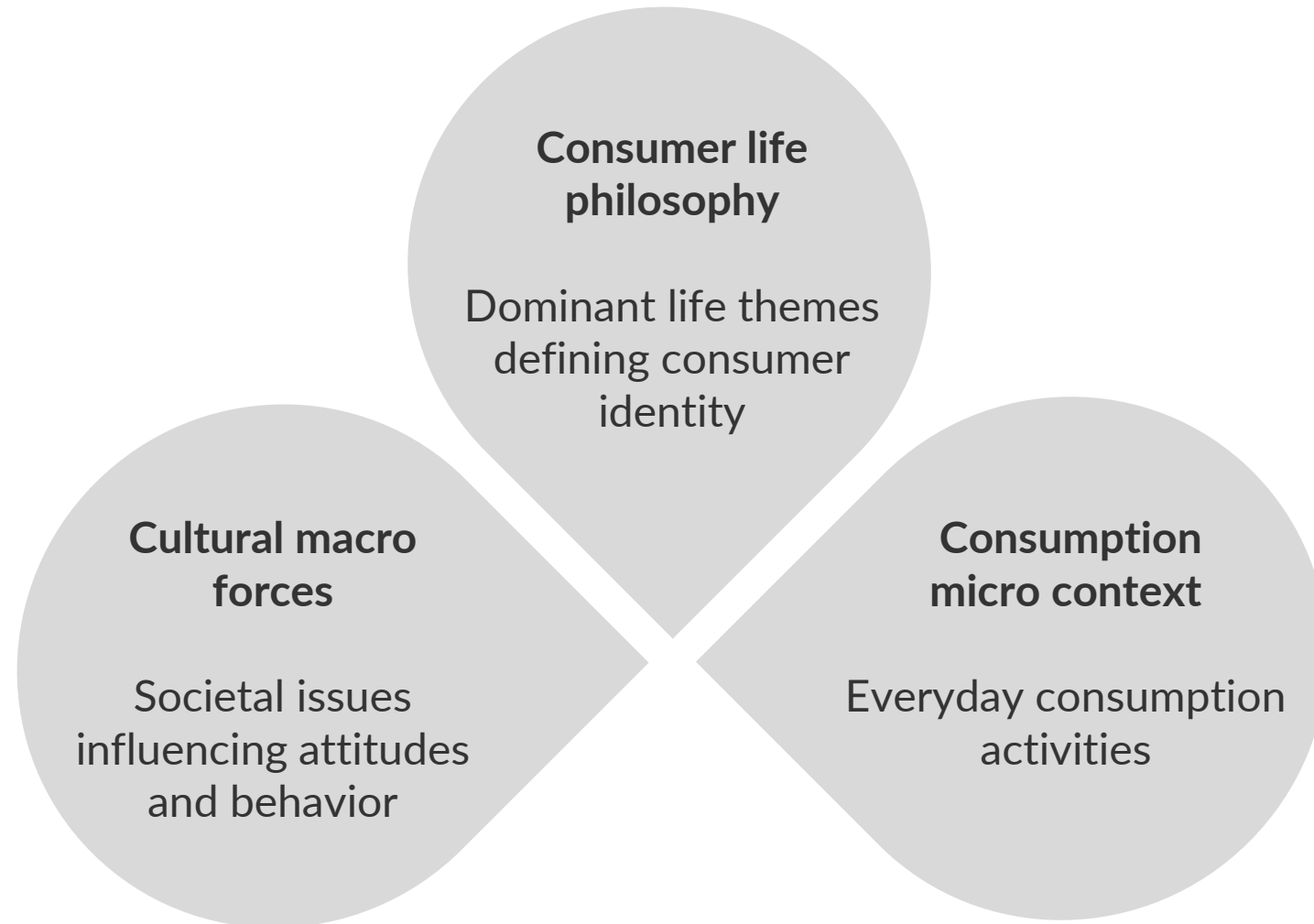
### **Achiever**

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



# Behavioural science unlocks new ways of understanding human behavior



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



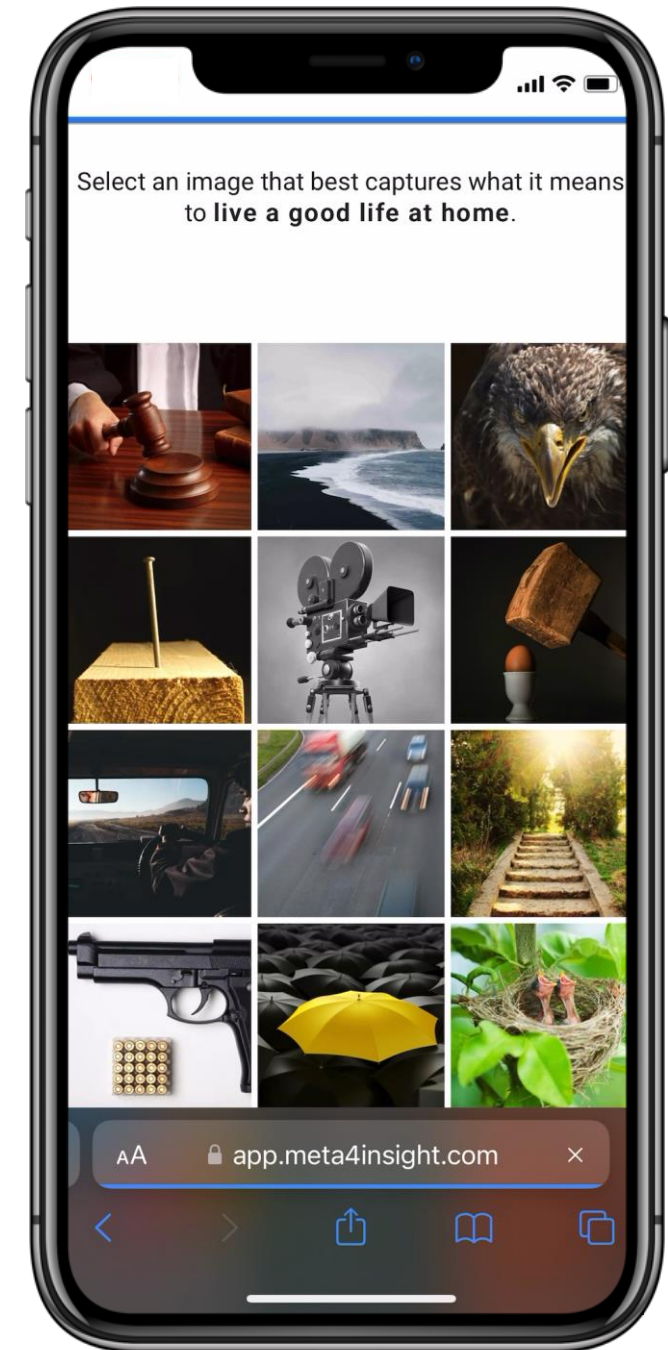
**System 2 - Conscious**  
Slower, requires focus and effort



Life is a  
highway

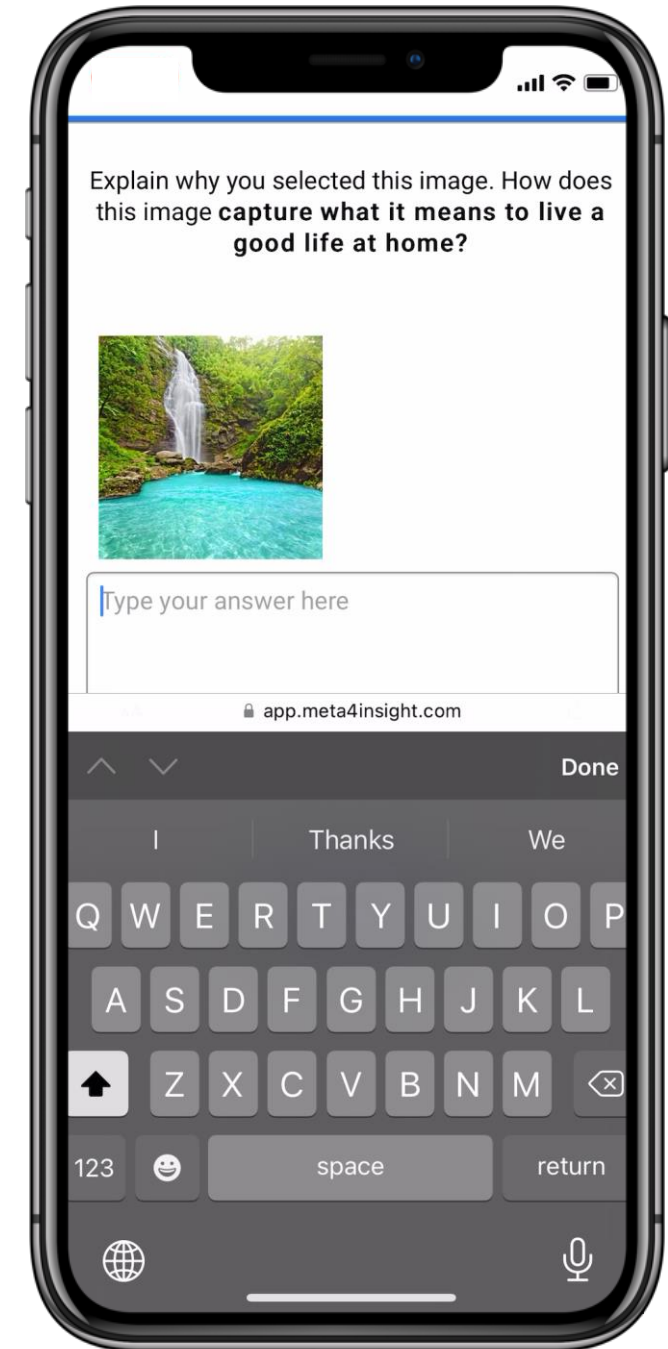
# Jobs-to-be-done discovery with metaphor elicitation

- Metaphor Elicitation is a visual projective technique capturing consumer's deep-seated thoughts and feelings



# 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?



protobrand