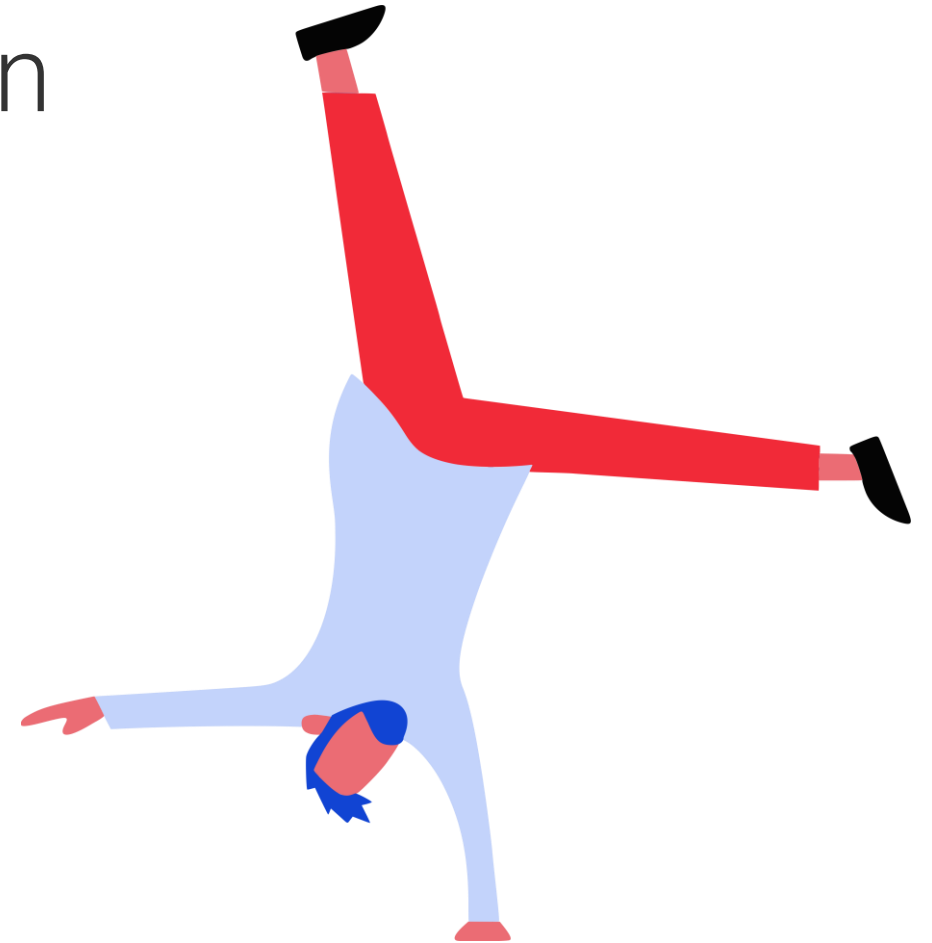


Transformational innovation  
with jobs-to-be-done and  
behavioral science

protobrand

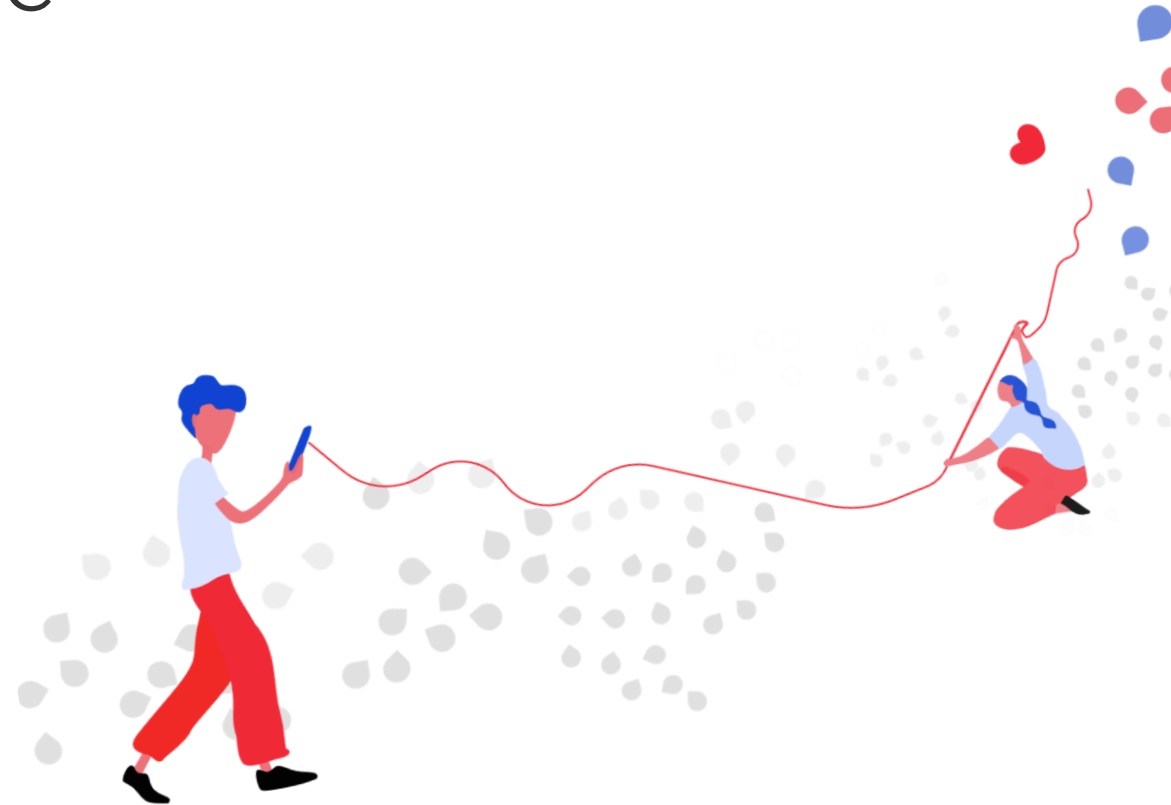


How do we create the next billion dollar innovation...

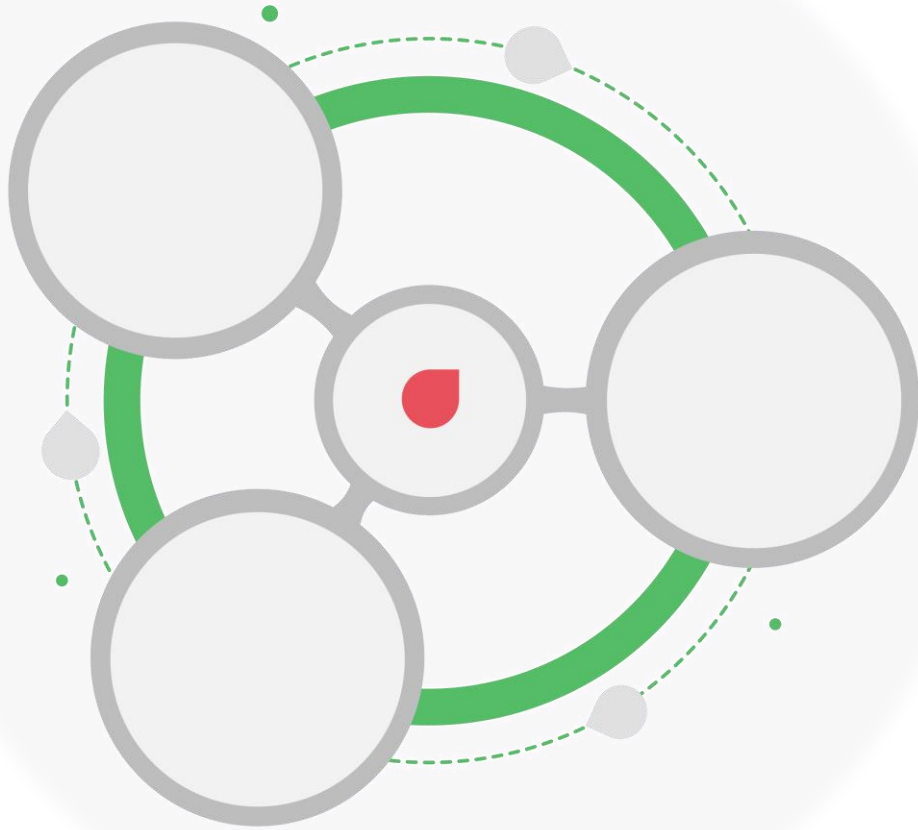
Outdo competition with a better product



Transformational innovation leverages cultural values and consumer identity to drive behavioral change



## Why we buy and use stuff



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



## Why do people buy electric cars?

Tech savvy, early adopter who desire material objects to show social status

Living the American dream, powered by the myth of freedom and self-sufficiency

The desire to symbolically link the power of the car to the extended self

The quest to live in harmony with the world and limit impact on climate change

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









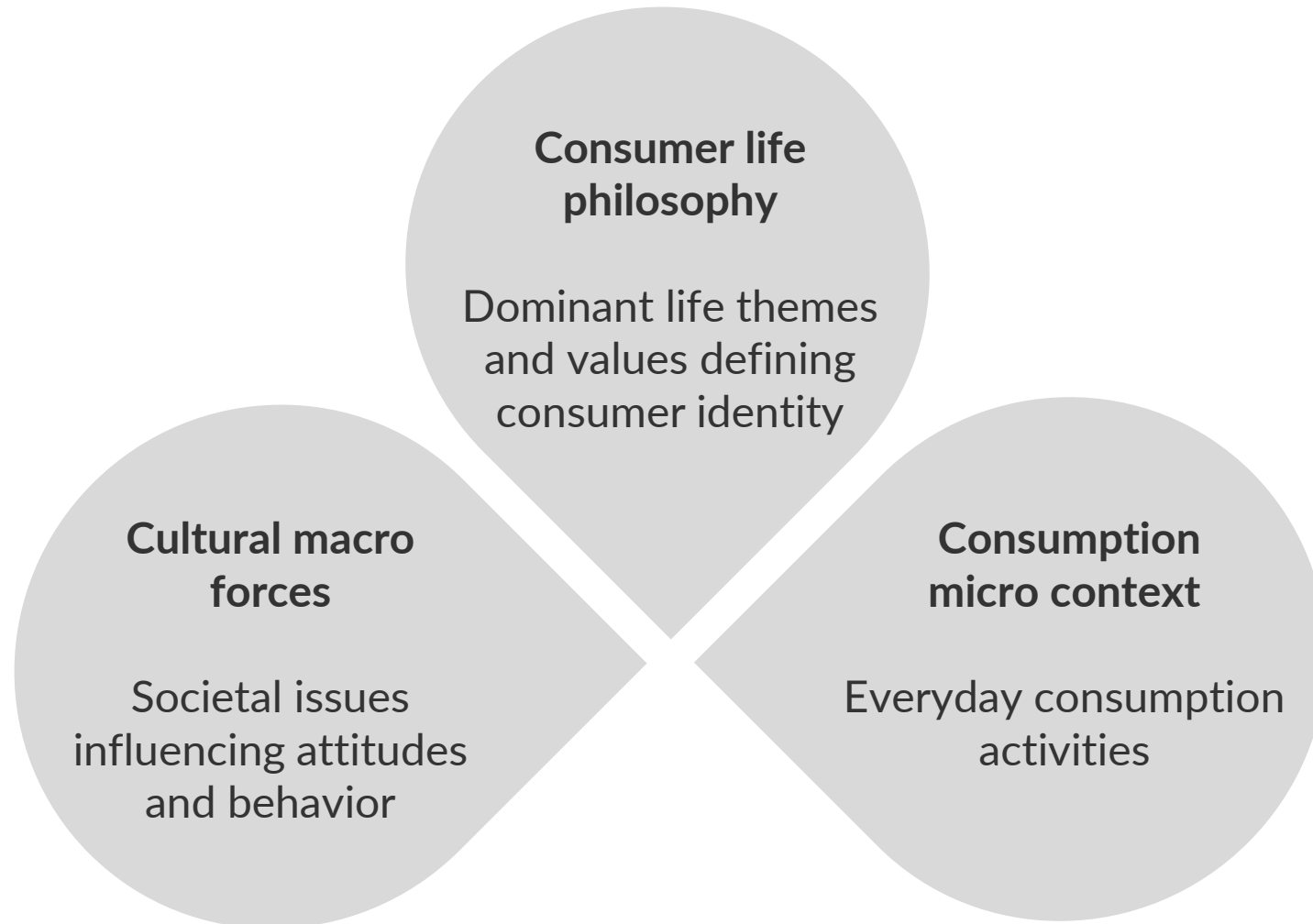
2019 - Choices

11 songs, 58:50

Artist	Title	Album	Duration
James Blake	I'll Come Too	Assume Form	3:42
Nick Hakim	I Don't Know	Where We're At	3:00
Yellow Days	How Can I Love You?	How Can I Love...	4:42
Moses Sumney	Plastic	Amorismicon	3:09
Adel Fink	Baby	Misura Themes	4:47
Mankry	Whatever Comes to Mind	Shawnee Cam	4:18
Men Trust	Show Me How	Show Me How	3:35
Blood	Shed	Blood	4:52
She's Just	Stay Safe	Stay Safe	3:07
Puma Blue	She's Just	Swam Baby	3:52
Andy Shauf	The Magician	The Party	3:52
Jacob Ogden	All Your Love	All Your Love	2:50

How is AI changing the way creative people think of themselves?

## Situating jobs-to-be-done



# 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



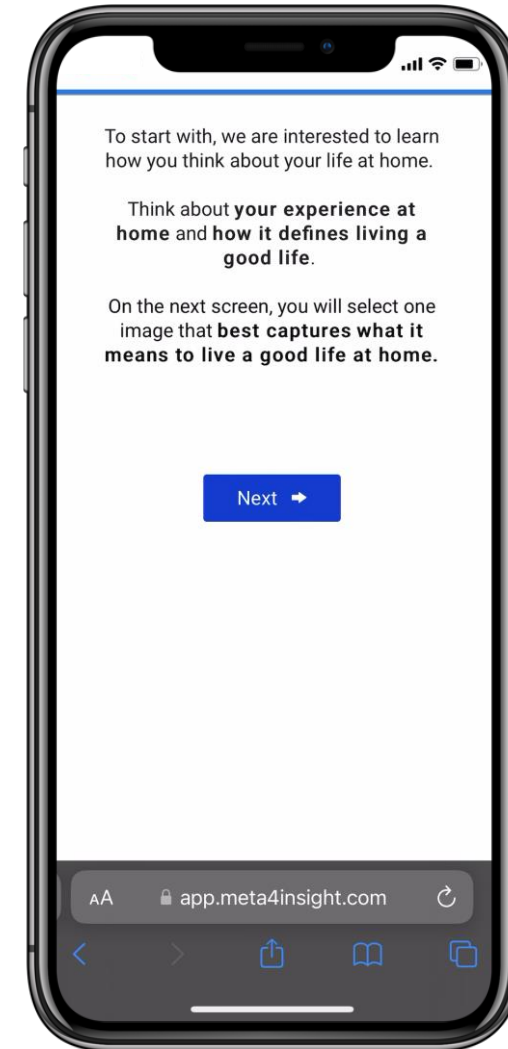
Capturing  
people's minds  
through stories



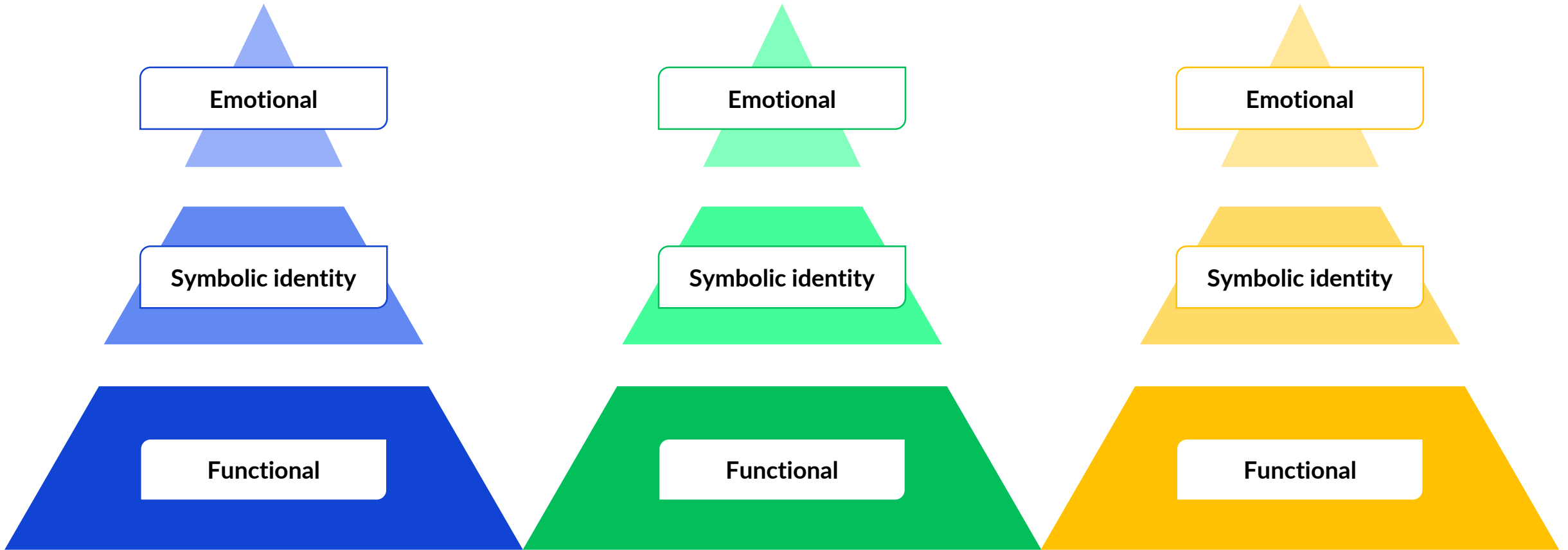
Life is a  
highway

# 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



# Connecting the functional, symbolic and emotional to design jobs-to-be done innovation pathways



# Jobs-to-be-done innovation

## 1. Map consumer identity

Who is your target audience?

What are people's life themes and values?

Who do they aspire to be?

## 2. Identify the cultural force

What cultural force or societal issue is most salient to your target audience and could have an impact on innovation?

## 3. Develop a compelling story

Identify how to frame product features and distinctive attributes address consumer identity concerns





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