

Make smart and proactive business decisions based on my finances

Jobs to be Done Canvas Pack

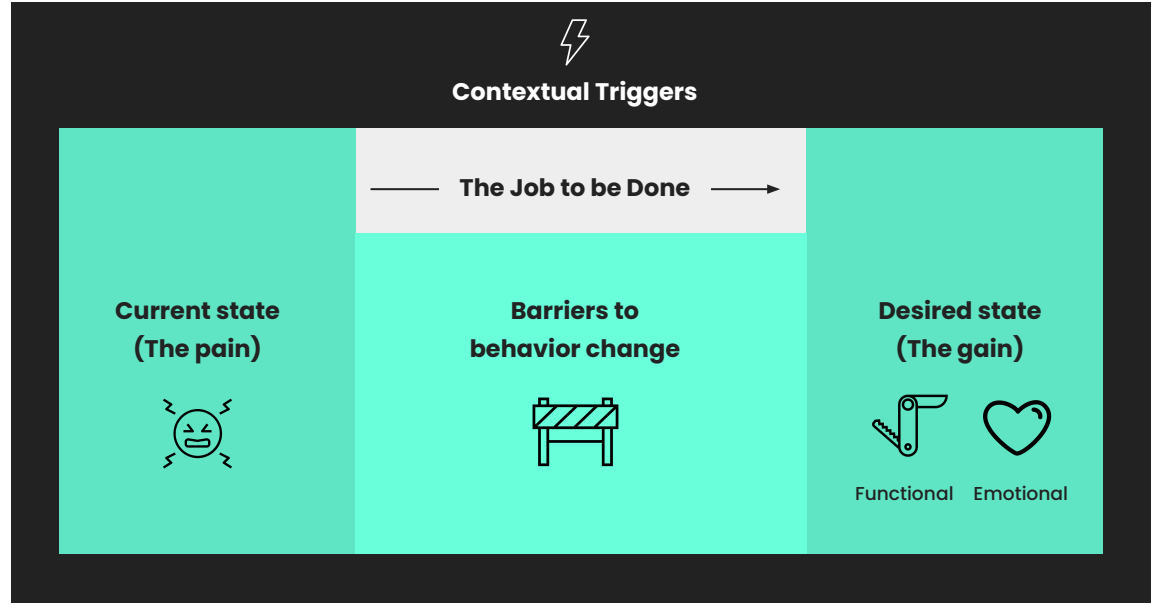


The Jobs to be Done Canvas.

The canvas helps us paint this richer picture. It is a guide to designing human-centred services.

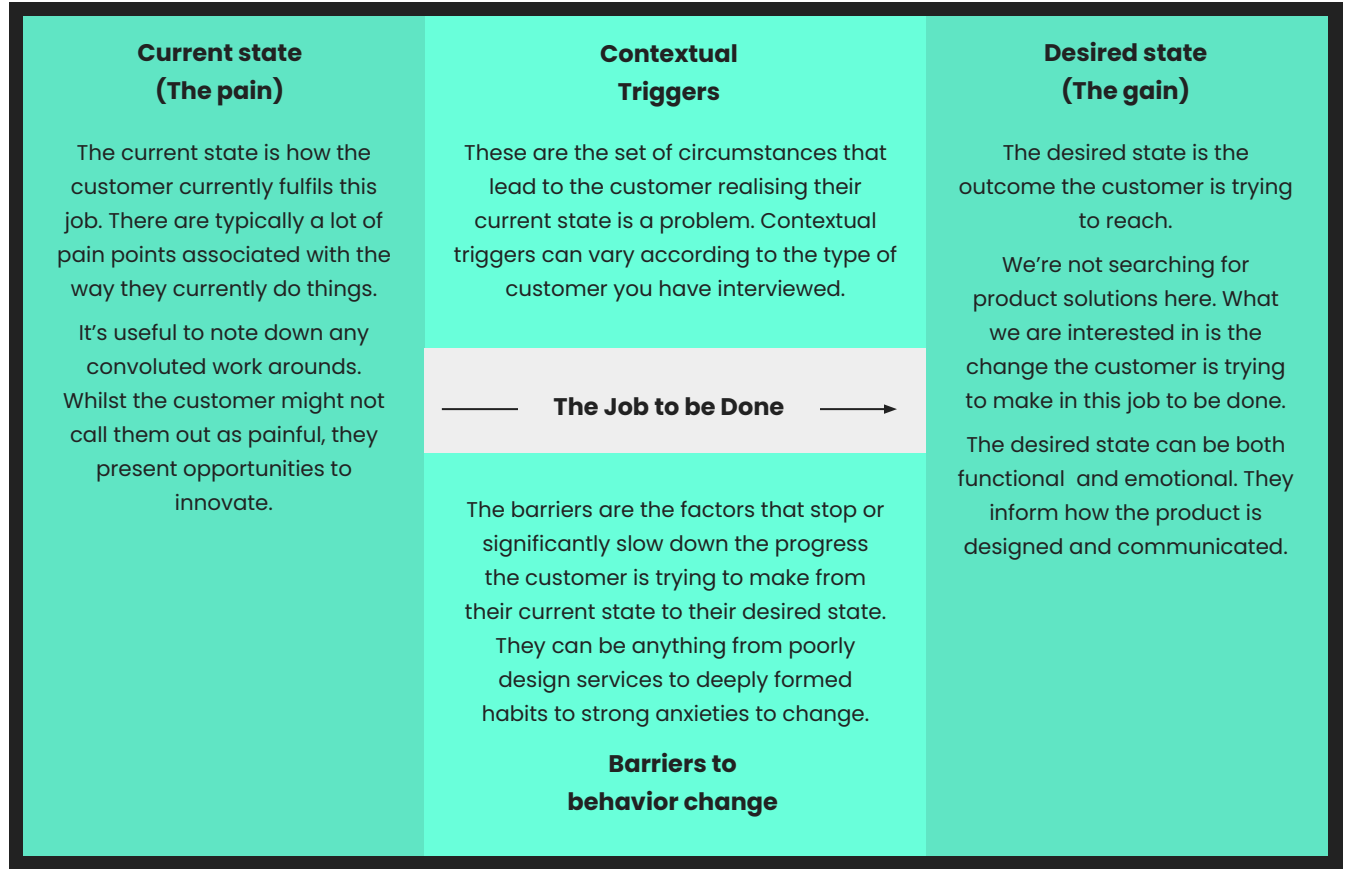
It uncovers human motivations and the drivers and barriers to behaviour change.

With Jobs to be Done **context is everything**. This is where we'll begin our story. And this is where COVID-19 now changes everything.



The Jobs to be Done Canvas.

How it works.



Make smart and proactive business decisions based on my financial data

How we drew up our canvas...

Current State (The pain)

The business has a reactive management style, looking backwards during reconciliations not projecting forwards. They are more focused on the day-to-day cash flow than planning from the future.

They may make business decisions based on intuition or gut feeling.

The owner may have not have any prior experience working with financial data so finds this very difficult. Or, the reports provided by their current tools can be inaccurate or inconsistent.

Contextual Triggers

Lack of understanding as to why significantly more / less profit is being made

Strategy planning meeting with co-founder / partner

End / start of quarter

— Protect my personal assets from my business finances —>

Barriers to Behaviour Change

The owner isn't sufficiently engaging in bookkeeping or sales data to make better informed decisions, or may not have enough time to engage in this.

They may not know how to read or interpret financial data to make better informed decisions, or are not sure what a good strategy should look like based on their financial data.

There are various hidden costs obscuring the full-picture view of the business (e.g. conversion rates, processing fees, the impact of discounts).

Desired State (The gain)

Ability to proactively target customers, plan the buying of merchandise / billable time spend and predict the return.

Real-time data analysis.

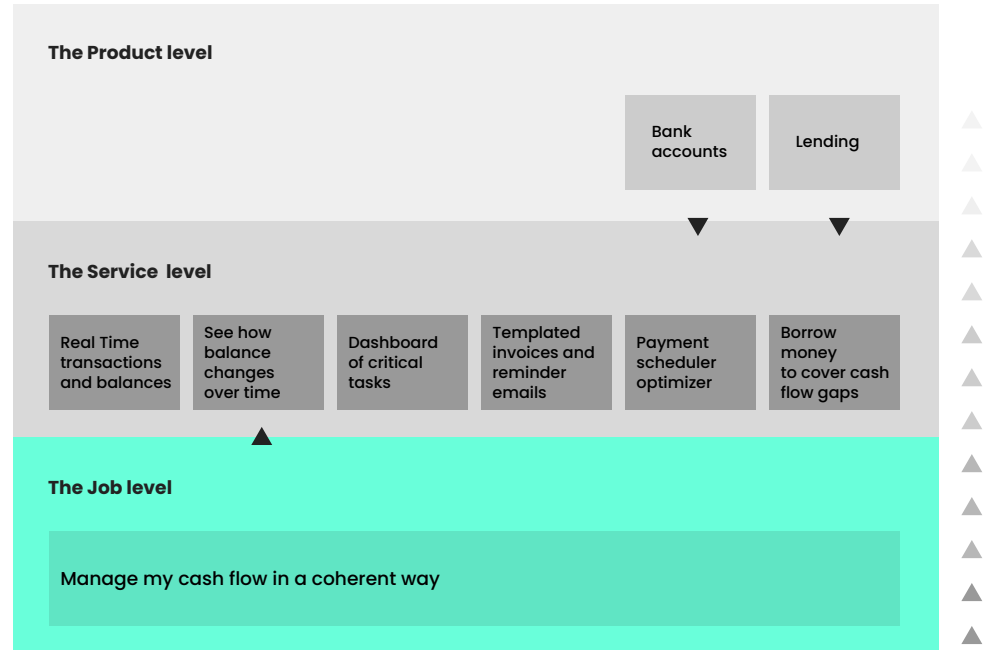
Regular, consistent reporting of account ledger.

Receive recommendations based on financial data.

Jobs to be Done are great inputs into service design.
Start with the customer job, design the experience and think about the products last

When you consider the experience first you can then decide which products you build, and who you partner with. There are business models for both.

See the full research report where we examined the JTBD for US SMBs [here](#).



Work upwards

Design the experience first before weaving in the financial products

Using the JTBD canvases improves the outcomes of a design sprint. An 11:FS design sprint process looks like this...

Initial phase



Agreeing on the Jobs to be Done and identifying How Might We's

Based on immersive research, identifying the core need to solve.



Sketching and storyboarding concepts in response to the Jobs

Bringing ideas to life to gain understanding of how the service would work.



Defining the features of our Minimum Lovable Product

Ensuring that our MLP has a solid product market fit.



Testing with users to validate the concept of our MLP

Testing with core audience, gathering feedback to inform future iterations.



Secondary phase

Requires inputs from previous phase and cultural insights workstream

Crafting an end-to-end experience and outlining initial brand values

Developing core brand elements and prototyping user journeys for testing.