

Create a realistic but impactful marketing budget

Jobs to be Done Canvas Pack

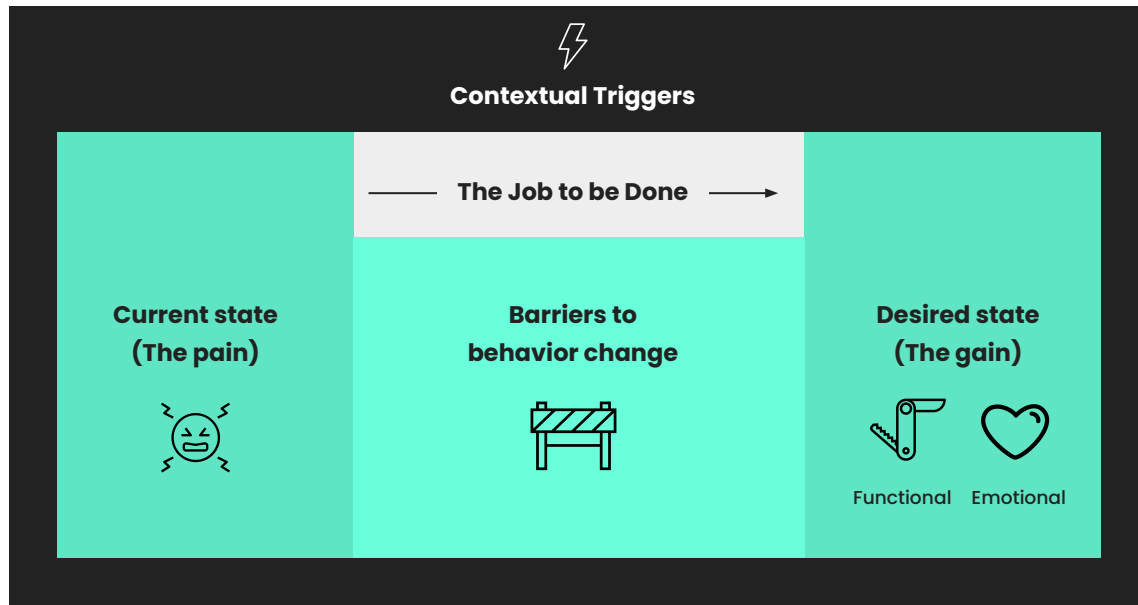


The Jobs to be Done Canvas.

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.

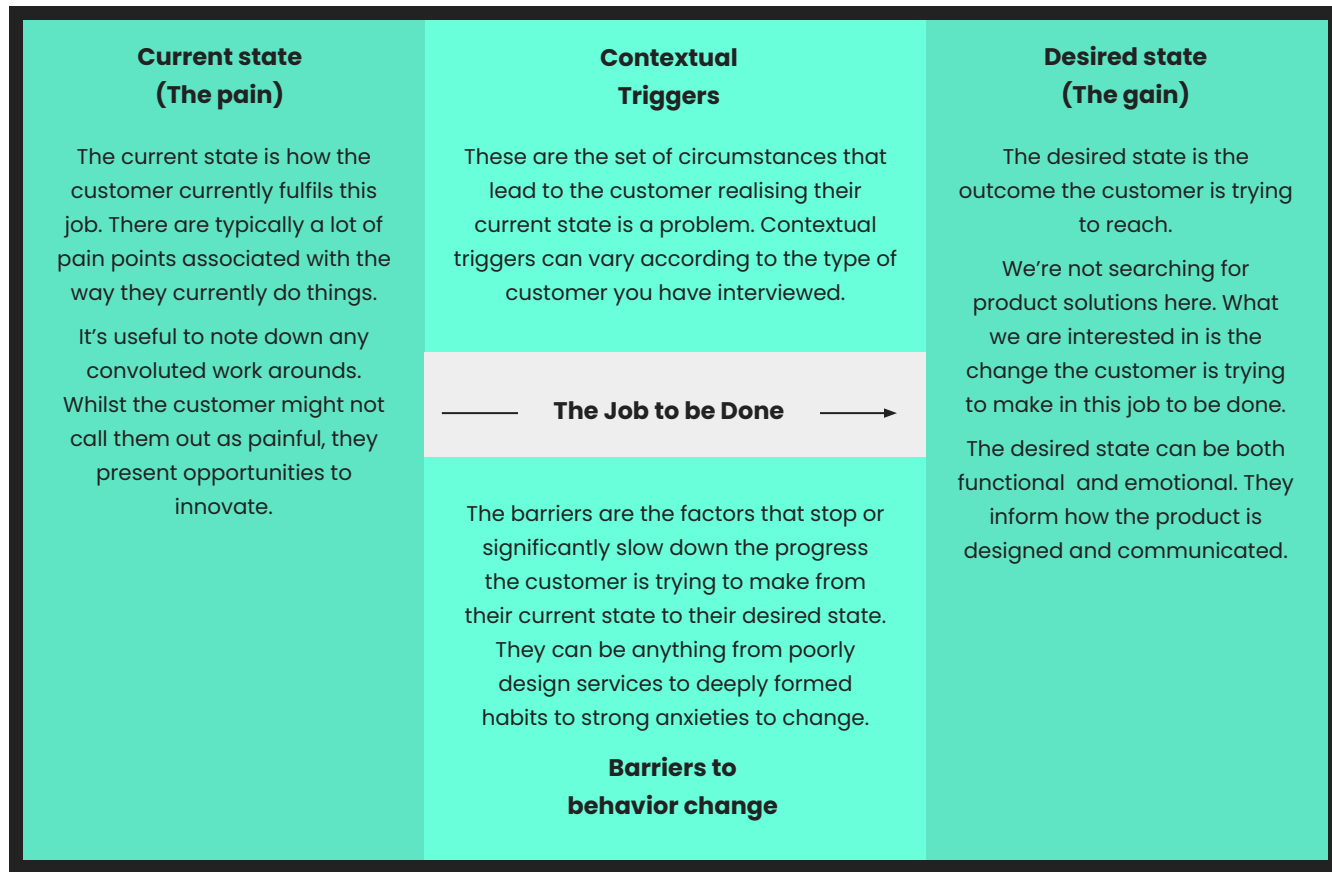
With Jobs to be Done **context is everything**. This is where we'll begin our story. And this is where COVID-19 now changes everything.



Get started using this canvas now. Download 11:FS's JTBD toolkit.

The Jobs to be Done Canvas.

How it works.



Create a realistic but impactful marketing budget.

How we drew up our canvas...

Current State (The pain)

The business is reliant on spending a lot of non billable time and expenses moving between working on acquisition (marketing) activities retention (customer service).

Marketing is a necessity to create awareness of the business, build trust and connections with customers, and stand out from the competition - but this takes investment in time, money and efforts that involve skills outside the owners natural / trained ability. As such the owner needs to focus on delivery in other areas of the business e.g financial management and may be dropping the ball here.

Taking a tactical not strategic approach to marketing, and jumping on any marketing opportunities that crop up e.g. pop-up events or influencer marketing without having set the money aside for it.

No clear visibility over how much money is currently spent on marketing and new business activities.

Contextual Triggers

An unexpected marketing or business pitch arises that requires putting down a lot of money that wasn't set aside without a clear ROI.

Huge, unplanned expenses come as a nasty surprise impacting cash-flow at a critical time e.g. needing to make a high volume order with manufacturer.

Create a realistic but impactful marketing budget

Barriers to Behaviour Change

No way of tracking time investment: It is currently only possible to track FB, Instagram and SEO cost per click spend but it is difficult to track the non-billable hours spent on marketing and new business and the return on this time.

Lack of dedicated staff: There isn't a member of staff dedicated to marketing to take over the planning and running of these activities.

Opportunistic approach: They feel they need to take any marketing opportunity that arises even if it hasn't been planned for. Little knowledge on how to plan for unforeseeable costs if there are no dedicated funds they may be relying a credit card to fund marketing activities.

Early stage business: In a bootstrapping stage where there aren't the funds to invest in marketing.

Inertia: Some may have a rough marketing plan in a spreadsheet and believe that works just fine

Desired State (The gain)

Connected to customer-base

In control/confident that marketing is worth the effort

Optimistic sales and engagement will translate into growth

Freedom to focus and spend time and money on other business activities

They need to stay on track of acquisition and retention goals.

They wish to see a return on the marketing investment by acquiring new leads and paying customers, and returning customers.

They want to be more aware or mindful of how money is being spent on marketing.

They'd like to have a dedicated budget for new business development and/or marketing and stay on track of the budget. And, be more aware of ROI of marketing and new business activities.

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.

Build business credibility and legitimacy for funding.

How we drew up our canvas...

Current State (The pain)

The business is not currently eligible for a working capital loan or funding

The business may just be starting out and so banks won't help them until they have two years of operating under their belt. Or, the owner wants to grow their business further, perhaps diversify into new revenue streams but needs a substantial loan to do to take their business to the next level.

Contextual Triggers

Their business idea requires substantial set up costs that they are unable to fund.

The owner may have been presented with opportunities such as acquisition opportunities, interest.

Planning for the future, owners may be ideating plans for business growth and new revenue streams.

Desired State (The gain)

To feel that they are growing and unlock their full potential as an entrepreneur.

They want to widen their footprint and progress in their business by diversifying their product line or services, or wish to widening their audience reach, or open up in another location.

Build business credibility and legitimacy for funding →

Barriers to Behaviour Change

The owner may be using their own personal bank account to run the business, making them ineligible, or they have poor personal credit history and the business has yet to build up business credit. Or, they may well have been rejected a number of times already.

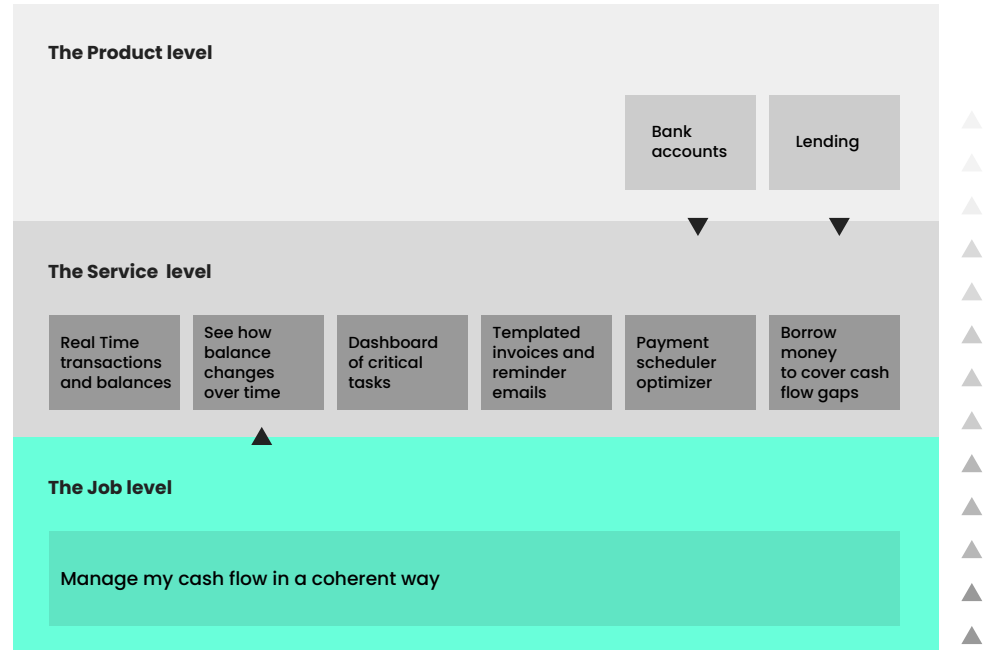
The majority of the businesses incoming and outgoing money may be going through PayPal, and as such money is rarely transferred into the 'official' business bank account, preventing them from building the business credit they need to be eligible.

The business may still be too 'young' in the eyes of traditional banks, or, having yet to reach stability the business is not making enough monthly revenue to be considered for funding. Businesses are required to be making a certain amount of revenue to be eligible for a loan, but if they made the amount of revenue required they wouldn't even need the loan. In turn, PayPal or other non-bank platforms such as Square may have offered the owners a smaller working capital loan until now.

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