

Track and manage cash flow in a coherent way

Jobs to be Done canvas pack

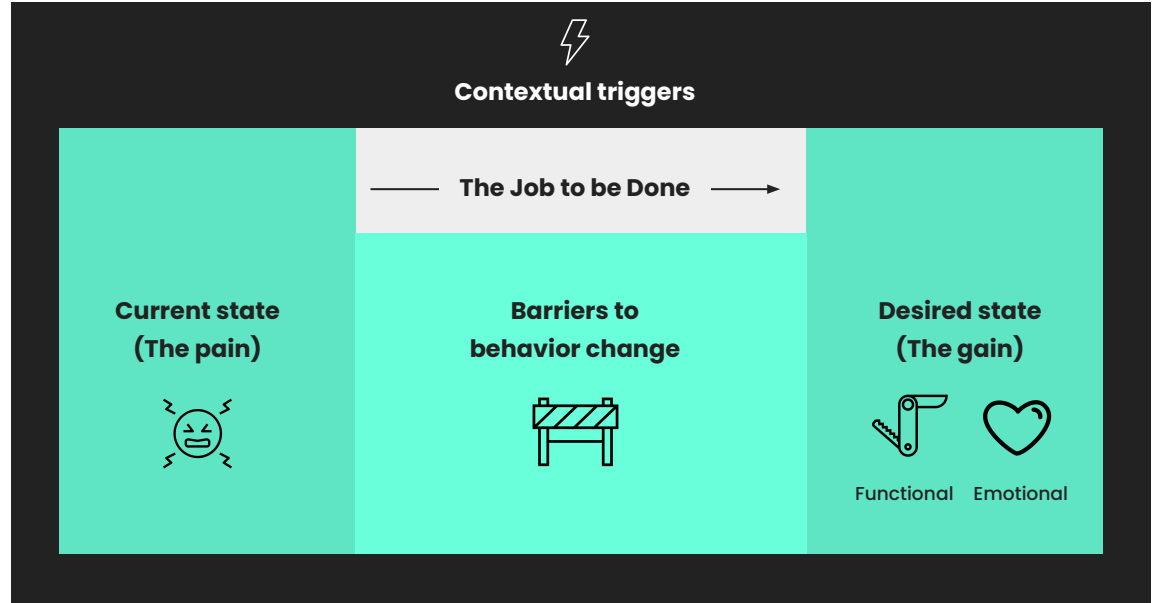


The Jobs to be Done canvas

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

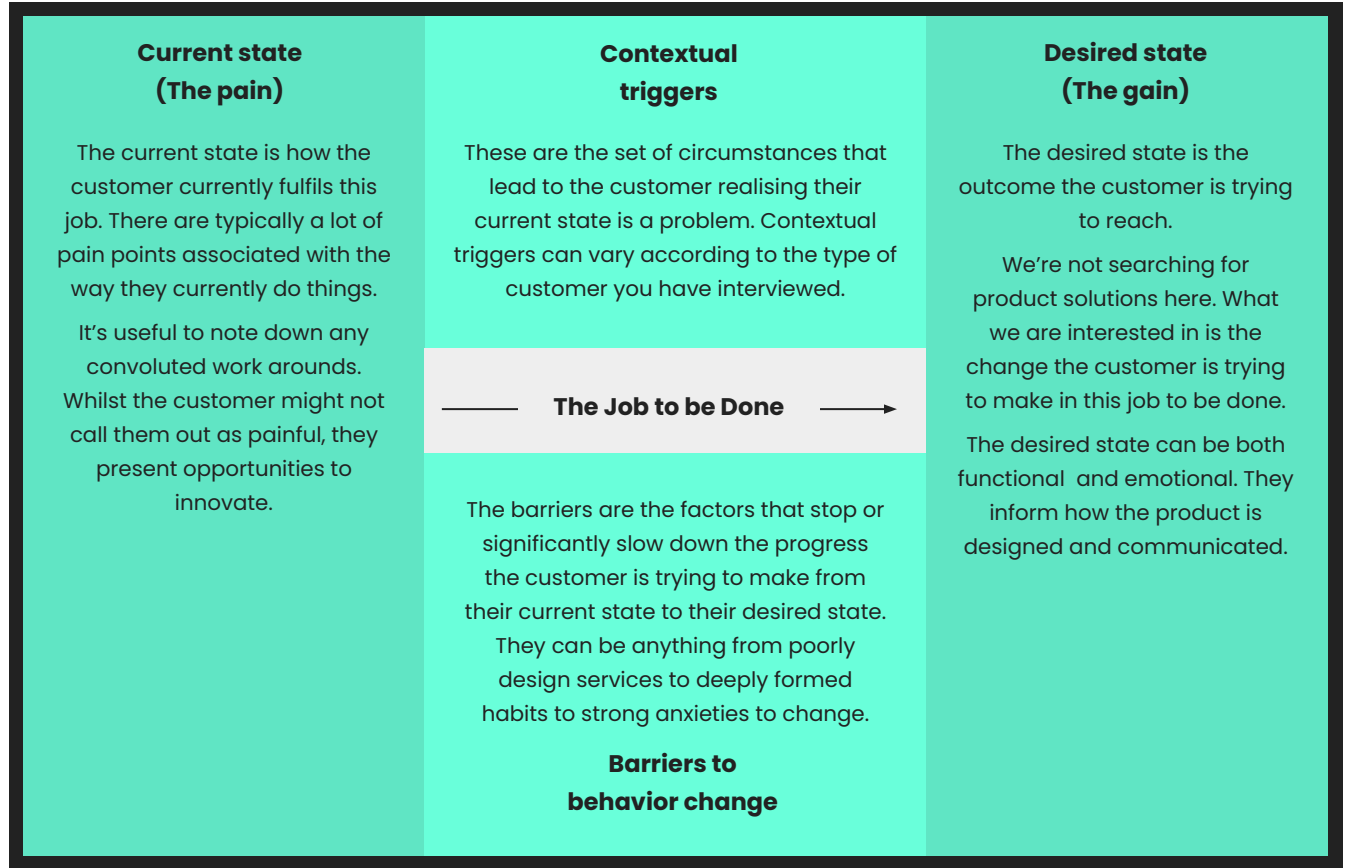
It uncovers human motivations and the drivers and barriers to behaviour change.

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



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How we drew up our canvas...

Current state (The pain)

Manually micromanaging an ecosystem that is currently too intricate, disjointed and messy, causing inefficiencies and lags in receiving / giving payments. There is a need to integrate a wide number of different variables, unique to the nuances of the business-type.

Examples:

- Different revenue streams or locations to account for
- Occasional cash transactions
- Different payment gateways, e-commerce sites

This becomes unwieldy and so there is poor visibility over cash flow. The business may not enough enough funds to pay suppliers, risking damaging their relationships. To avoid this owners may be paying business costs from their own personal savings.

Manually tracking cashflow is a dreaded task that gets put off again and again. Or, it takes up so much of their time that they are neglecting other tasks or neglecting their personal life

Contextual triggers

Reaching a tipping point, such as increased volume of customers, or a new bluechip corporate client, may force the business to become more organised and put slicker processes in place.

Engaging an accountant who may recommend addressing their current system.

Learning about tools, platforms and APIs that integrate various different sources of data may trigger action.

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Barriers to behaviour change

Inertia: Business owners and partners may feel too wedded to doing things as they have always been done.

Reluctant to invest time in exploring new options: There are too many accounting tools out there to trial all the options. Or, they may have already improved the financial ecosystem from an even more manual approach over time. As such there may be reluctance to change the process again. I am now using one or more tools or platforms that have made things somewhat easier.

Staff: Often there is a feeling of being unable to let go or to trust others with their business finances to allow for another person's point of view on better management of cash flow. It may be too soon to hire dedicated staff to manage the cash flow for them, or they may not yet have enough business to make the investment worth it.

Tools are irrelevant to their SMB needs: Certain tools or platforms for accounting seem to be too complicated and advanced for the needs of an early stage small business, and therefore are not adopting best practice cash flow management. They may have very few overhead costs or outgoings go actually account for.

The business needs are unique: It may have a number of revenue streams/locations to account for adding complexity. It may be difficult to track the billable and non-billable hours to invoice correctly and quickly. There can be big discrepancies between their estimated costs and actual costs, especially if making bespoke products.

Speed of payment receipt: Cash isn't transferred into my bank account from my payment gateways quickly enough to pay suppliers/staff.

Desired state (The gain)

To feel in **control** and **prepared**

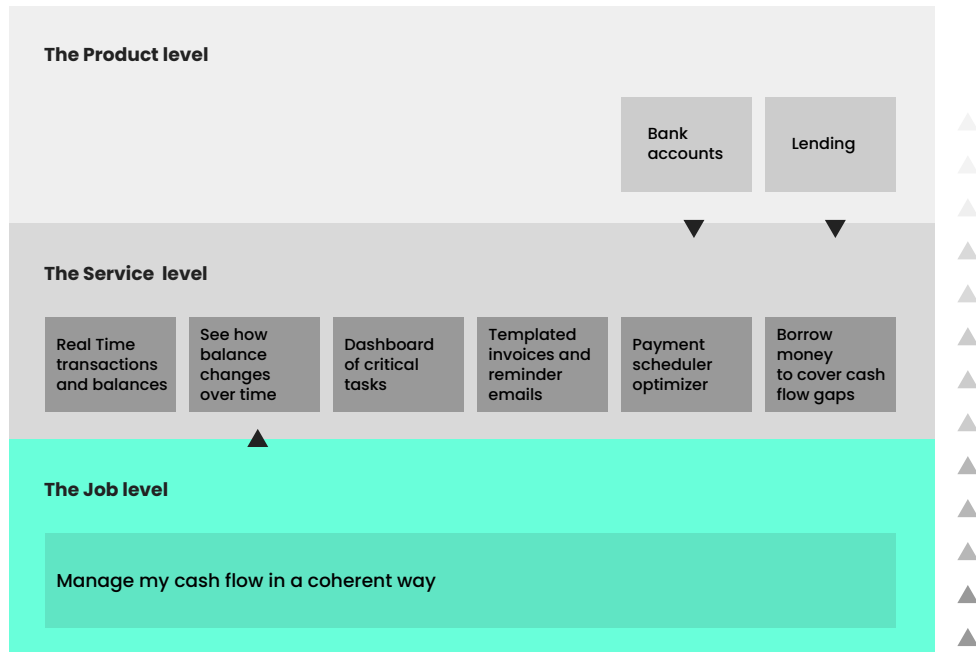
They wish to be able to track multiple data-sets through one integrated system and spend less time reconciling this information.

They need to be able to track and report data in a way that is tailored to their business model (e.g. membership model, discount systems, commission-system, cost of custom-made products or different revenue streams).

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.