

JTBD CANVAS

STOP WASTING MONEY ON MARKETING PERSONAS, IT'S
THE JOB THAT COUNTS!



STARTUP
CORE
STRENGTHS



JTBD INTERVIEW QUESTIONS

A few questions to help uncover struggling moments, hidden competitors, context, outcomes and anxieties

Struggle & Alternative Solutions

Question

A.) Describe when you first thought of buying something like this?

B.) What options did you consider at first?

Write Down:

- Quotes that describe the struggle (**Functional, Emotional, Social**)
- List out the **Alternative Solutions** (hidden competitors) e.g Excel, virtual assistants

Context & Situation

Question

C.) What made you buy this that moment, what was going on around you at this time?

C.) Where / How did you look to solve this pain?

Write Down:

- The **trigger/events** that pushed this purchase.
- List all the places they looked, people, they asked, terms they Googled. Also what mental tradeoffs did they consider?

Desired Outcomes & Anxieties

Question

D.) What does this allow you to do/achieve?

E.) What worried you about the/our solutions you were offered

Write Down:

- Quotes where they describe what they are trying to do, and why that's so important to them. ("I want to X so I can Y.") Note this is **not** about product features, it's **outcomes**.
- Listen for **Anxiety**, around switching to a new solution

JTBD INTERVIEW QUESTIONS

B2B Specific Questions

Struggle & Alternative Solutions

Question

A.) Describe when you first thought of buying something like this?

B.) How could you and your team have achieved the same outcome?

Write Down:

- Quotes that describe the struggle (**Functional, Emotional, Social**)
- List out the **Alternative Solutions** (hidden competitors) e.g Excel, virtual assistants

Context & Situation

Question

C.) Who else cared about the outcome of this project?

E.) Where / How did you look to solve this pain?

Write Down:

- Listen for other **stakeholders** and their **outcomes**
- List all the places they looked, people, they asked, terms they Googled. Also what mental tradeoffs did they consider?

Desired Outcomes & Anxieties

Question

D.) How was this project viewed by your team, boss, org etc.

E.) What worried you about the/our solutions you were offered

D.) What did you need from your supplier

Write Down:

- Listen for emotional and social outcomes. projects are taken on to gain wider visibility in the org.
- Listen for **Anxiety**, around switching to a new solution
- This isn't about **features** or **price!** Push past to find out functional, emotional and social desired outcomes

JTBD CARDS

Fill in the context and story of your customer's journey with their quotes

JOB NAME:

When I ...

I want to ...

So that I can...

C. Context/Situation

A. Struggle Quotes:

D. Desired Outcomes Quotes

B. Alternative Solutions:

E. Anxieties

EXAMPLE CARDS

This card is a sample for "Invisalign" dental aligners

JOB NAME: "Boost my Confidence"

When I meet someone

I want... to feel confident

So that I can...

make a great impression

C. Context/Situation

"I work in real estate and meet people every day. I have to impress prospects, or I don't have a business."

A. Struggle Quotes:

"When I meet people, I feel they are judging me."

D. Desired Outcomes Quotes

- "I want to feel confident when I smile."
- "I want to make a great first impression."

B. Alternative Solutions:

- New clothes
- Designer handbag
- Audio book: "How to Win Friends and Influence People."

E. Anxieties

- Will this hurt?
- Does it work?
- How long will this take?

As a Marketer You Can:



1. **Position yourself** against the struggle and bad alternative solutions
2. **In your ads** test messaging around the struggle, desired outcomes
3. **Write your landing page** to talk about the struggles desired outcomes, and anxieties
4. **Testing channels**, think about the context, where was their struggling moment, where did they look (e.g. search terms, referral partners)
5. **Offer lead magnets** that do the first part of the job or solve a related/upstream job that they all have. Or replace an inexpensive alternative solution with a free one.
6. **In your nurture emails**, call out their anxieties and do an "accusation audit." Then, you list each anxiety and make a counterargument.