

Trust Deep

Jobs to be Done Template

Understanding Customer Needs

By figuring out what customers need from you – the “job to be done” – you understand their reality, motivations and the outcome they hope to achieve.

Use this template to better understand your customers’ pain points and the value your business offers to solve them.

Using your knowledge of real-world customer, put yourself in their shoes to answer the following.

**I believe [type of people]
who need [a requirement or emotional need]
experience [type of problem]
because [limit or challenge].**

Examples

*I believe **first-time real estate investors** who are **looking for online advice** experience **roadblocks** because **of the lack of a simple step-by-step process**.*

If I’m a realtor who sells investment properties or a real estate investment professional looking to help people get started, I can see that a job to be done is to provide investors not just access to information, but formalized guidance in order to move forward without hesitation.

Or

*I believe **entrepreneurs** who need to **create meaningful customer connections** experience **a lack of differentiation** because **they have not identified their unique mission with clarity**.*

If I’m a branding consultant, I can see that a job to be done is to help business owners crystallize why they do what they do in order to become their customers’ number one choice.

Trust Deep is a brand development agency focused on helping brands better understand how to meet their customers’ needs.

www.trustdeepagency.com