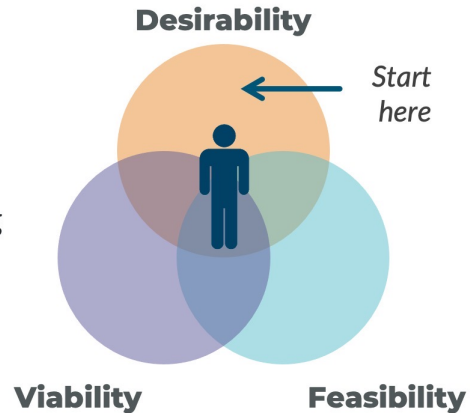


Uncovering GenAI Opportunities

Jobs to Be Done

WHAT IS HUMAN-CENTERED DESIGN?

A way of thinking (mindset) and working (skillset + toolset) that focuses on identifying and addressing what people actually want or need.



People hire products and services to get jobs done. They fire them when they don't do them well or they find something better.



WHAT DO PEOPLE WANT?

People don't want:

- Drill
- Loan
- Primary care physician
- Generative AI

People do want:

- To create a hole in a solid material
- To purchase a home over time
- To preserve health across stages of life
- To summarize a complex document

One Framework for Understanding a JTBD

Job To Be Done: The progress someone seeks within a given circumstance

- What **circumstance (context)** is the customer in?
 - Situational
 - Demographic
 - Identity
 - Agency

- What **jobs** is the customer trying to get done?
 - Functional
 - Social
 - Emotional

A job is either a problem someone is trying to solve or a goal someone is trying to achieve, independent of a solution.

- What is the customer **hiring today** to get their jobs done and why?
 - Solutions or workarounds
 - Definition of quality
 - Tradeoffs

- What are the **pains** they experience or seek to avoid and **gains** they desire as they seek to get jobs done?
 - Pains: Struggling moments, barriers, obstacles, risks (undesired potential outcomes)
 - Gains: Desired outcomes and benefits, four types – required, expected, desired, unexpected

Inspired by: David Duncan, *The Secret Lives of Customers*

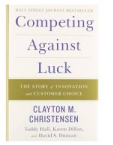
A Range of JTBD Approaches & Resources



My Podcast



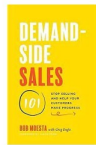
Clay Christensen



High-level, Strategic view



Bob Moesta



More tactical



David Duncan



Fictional narrative, Less technical



Jim Kalbach



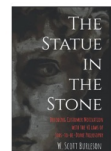
Comprehensive Toolkit



Tony Ulwick (Strategyn – Outcome-Driven Innovation)



Scott Burleson



ODI Deep-Dive

Key Takeaways

1. People challenges > technology challenges
2. Couple your AI strategy with a human-centered change management strategy.
3. Design with, not for.