

Creating a Customer Job Spec

	CUSTOMER CONVERSATION PROMPTS	SPECS		
CIRCUMSTANCES What are customers' circumstances?	<ul style="list-style-type: none"> How do you spend a typical day (week, month, year, etc.)? Tell me about a time when you went on vacation, sold your house, purchased a computer, etc. When did you arrive, make this decision, etc.? How long have you been coming to this store, working in this career, etc.? 	ZOOM IN:	ZOOM OUT:	
JOBS What jobs are customers trying to get done?	<ul style="list-style-type: none"> What are some of the problems/goals you want to solve/achieve? Why was an event, a person, an obstacle, etc. frustrating? Why do you think that? Why do you feel that way? 	FUNCTIONAL:	EMOTIONAL:	SOCIAL:
SOLUTIONS What solutions are customers currently deploying to get these jobs done?	<ul style="list-style-type: none"> How have you tried to solve that problem or achieve that goal? Why did you choose those solutions? What do you like or not like about them? What might you have chosen instead? Why? 	CURRENT SOLUTIONS:	DEFINITION OF QUALITY:	
OPPORTUNITIES What opportunities exist to provide a new or improved solution?	<ul style="list-style-type: none"> For which problems/goals are there no good solutions today? What solution do you wish existed? What makes it hard to accomplish your goals? What are your nonnegotiables? What trade-offs would you consider? Thirty years from now, what new solutions might exist? 	BARRIERS:	UNSATISFIED JOBS:	WRONG TRADE-OFFS: