Jobs to Be Done Checklist

For Built Environment Product Teams

By Blueyonder Innovation & Product Management Consulting

1. Identify the Core Job

- What is the primary job the customer is trying to get done?
  - Example: “Ensure consistent indoor air quality in a multi-tenant building”
- Is this job functional, emotional, or social?
- Is it a recurring job or triggered by a specific event (e.g. retrofit, new build)?

Tip: Focus on the outcome they want, not the product they currently use.

2. Understand Context & Triggers

- What triggers the need for this job?
  - Regulatory change
  - Site issue or failure
  - Design spec requirement
  - Occupant complaint or demand
- What constraints shape how the job is approached?
  - Budget
  - Timeline
  - Site conditions
  - Skill level of installer

Tip: Map the job journey from trigger to resolution.

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3. Segment by Stakeholder

- Who is trying to get the job done?
    - Installer
    - Specifier
    - Facilities manager
    - End user / occupant
- Do different stakeholders define success differently?
- Are there competing jobs across stakeholders?

Tip: Build JTBD profiles for each stakeholder group.

4. Surface Pains & Frictions

- What makes the job difficult, slow, or expensive?
- What workarounds are currently used?
- What risks are involved (e.g. compliance, failure, reputation)?
- What emotions are tied to the job (e.g. frustration, urgency, pride)?

Tip: Ask "What happens if this job is done poorly?"

5. Define Desired Outcomes

- What does "success" look like for the customer?
    - Faster install
    - Lower energy use
    - Easier maintenance
    - Better compliance
    - Improved occupant experience
- Can these outcomes be measured or benchmarked?
- Are there trade-offs the customer is willing to accept?

Tip: Prioritize outcomes by importance and satisfaction gap.

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6. Map Competitive Solutions

- What other products or systems help get this job done?
- What non-obvious competitors exist (e.g. manual processes, service providers)?
- Why do customers choose one solution over another?

Tip: Use JTBD to uncover indirect competition and substitution risk.

7. Align Product Strategy

- Does your product directly support the core job and desired outcomes?
- Are you solving the biggest pain points or just adding features?
- Is your messaging aligned with the job, not just the spec sheet?
- Can you build a roadmap around evolving jobs and contexts?

Tip: Use JTBD insights to guide MVP definition, positioning, and roadmap.

What's Next?

If you're ready to know more and integrate JTBD in your process, let's talk.

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