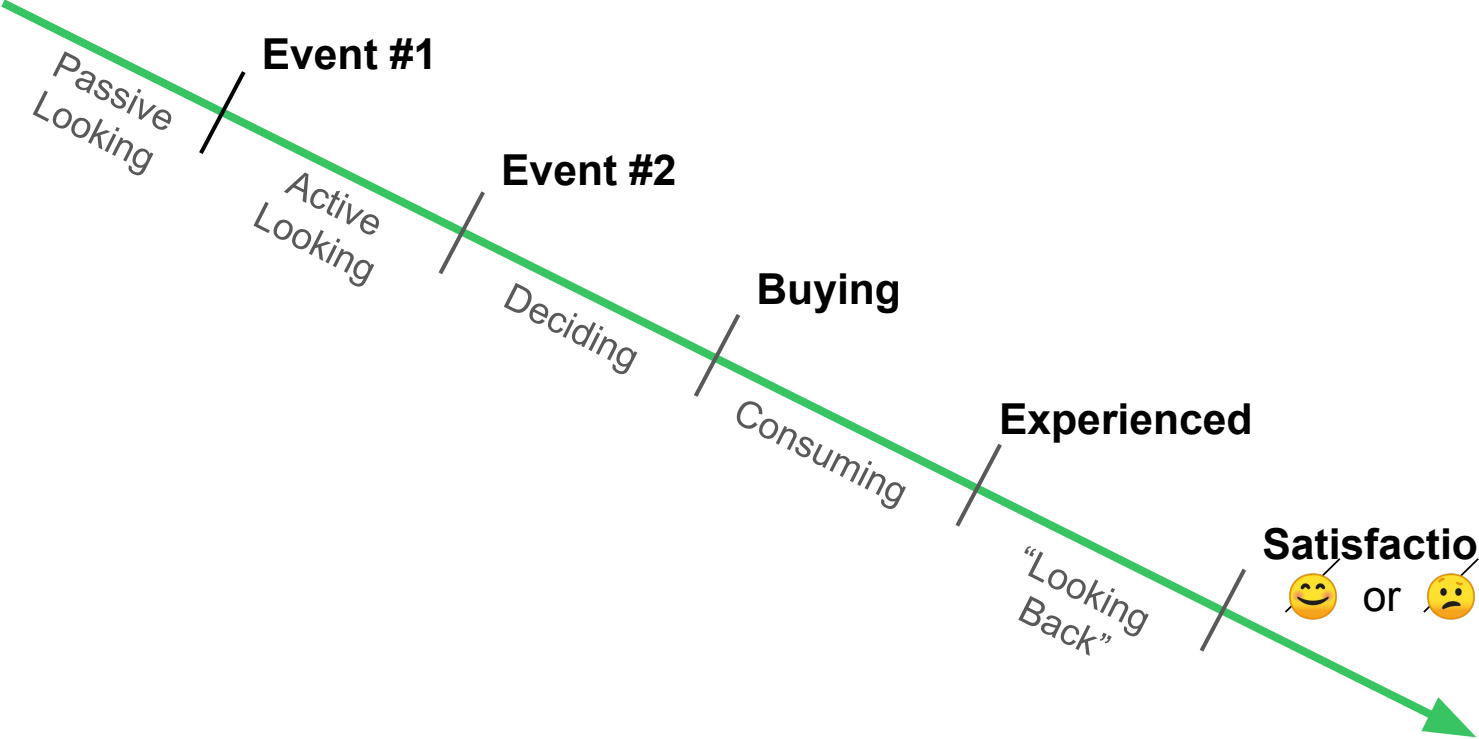


Customer Interview Optional Resources - Jobs To Be Done

1. Watch [Understanding the Job](#) - 4 minute video introducing the concept
2. Read "[Know your customer's Job To Be Done](#)" - most recent article written explaining the concept
3. Listen to [The Mattress Interview](#) - this is the longest step since it's almost an hour-long. But it's worth your time.
4. Read "[A Script to Kickstart your JTBD Interviews](#)" and "[JTBD Interview Template](#)".

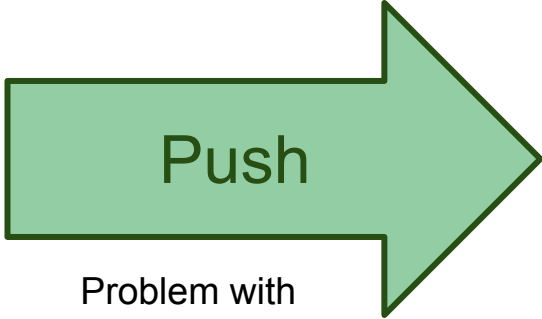
JTBD Customer Timeline

First Thought

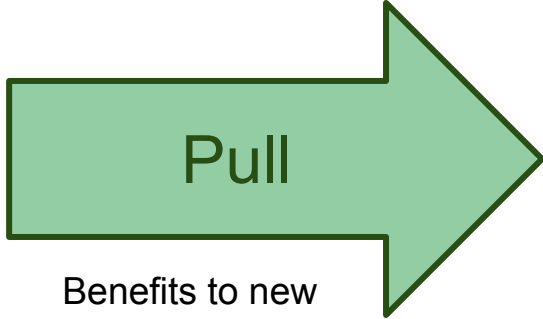


JTBD Customer Forces

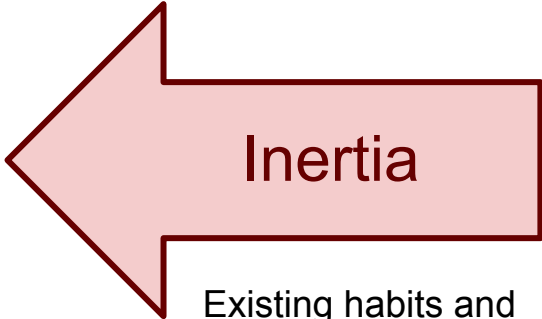
Current Solution



Problem with existing solution



Benefits to new solution



Existing habits and switching costs



Worries about new solution

New Solution