Problem Interview Canvas

Job to be done
Describe what the target group wants to get done. What is the purpose of the action?

Answer this question before the interview, it helps you determine who to interview.

Customer Segment
Who is your customer?
If necessary, differentiate between the decision maker, payer, user and influencer.

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1 Trigger
What was the trigger to get started with the job to be done?

2 Barriere
What are the barriers that could have led (or led to) not getting started with the job to be done at all?

3 Frequency
How often does it occur? How often does the job need to get done?

4 Alternatives
What possible solutions have been considered or tried to get the job done?

5 Existing solution
Which solution is now being used to get the job done?

6 Search
How did the target group find this existing solution?

7 Argumentation
Why did the customer choose this existing solution?

8 Involvement
Who are involved with the existing solution/-job to be done? Think of a decision maker, user, executor and more.

9 Pains
What are the disadvantages of the existing solution?

10 Gains
What are the benefits of the existing solution?

11 Cost
What does the existing solution cost?

12 Time
How much time does the existing solution cost for everyone involved?

How to use: *Use this canvas when interviewing your customer segment. Learn more about their lives, problems and challenges. You validate your assumptions.*

Need help? Check www.emfy.nl/tools for examples and instructions.

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