

Common Jobs-Based Strategies for Creating Success

Strategy

Example

Less



Reduce the effort, time, resources, or money customers must expend to satisfy a job

Simple Bank — Online bank that eliminates common fees and reduces the effort needed to budget for expenses

Less



Eliminate the confusion or complexity of using the product

iPhone — Phone that has fewer capabilities than its Android counterparts, but vastly simplifies the user experience

More



Increase the number of jobs a customer can satisfy

Microsoft Office — Suite of computer programs that allows users to address a broad range of business challenges across job titles

More



Improve the quality of the end product or the speed of carrying out the task

Swiffer — A sweeping tool that makes it extremely quick to remove light debris from floors

More



Enhance the ease or comfort of using the product

OXO — Kitchen products that add a premium feel to basic tools (e.g., vegetable peelers with comfortable grips, no-bend measuring cups)

Balance



Balance the satisfaction of functional and emotional jobs

Vanguard Target Funds — Self-adjusting mutual funds that help you save for retirement while reducing worries about keeping up with economic changes

Balance



Allow satisfaction among a wider variety of users or stakeholders

Kix — Breakfast cereal that tastes good for children, but meets nutritional standards of parents (“Kid tested, mother approved”)