

# The Jobs Roadmap

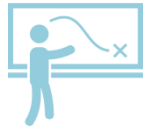
## Establish Objectives



Strategy

1

## Plan Your Approach



Research Methods

2

## Build a Jobs Atlas



Customer Research

3

## Generate Ideas



Ideation

4

## Reframe Your Perspective



Open Innovation

5

## Experiment & Iterate



Test and Learn

6

## How to Build a Jobs Atlas

### Know Where You're Starting From

Discover the **JOBS** stakeholders are looking to accomplish, which are prioritized based on their **JOB DRIVERS**

Determine the **CURRENT APPROACHES** stakeholders have adopted, and see where they are experiencing **PAIN POINTS**

### Chart the Destination and Roadblocks

Identify the **SUCCESS CRITERIA** stakeholders will use to determine their interest in a new solution

Investigate the **OBSTACLES** stakeholders will need to overcome for buying or using a new solution

### Make the Trip Worthwhile

Assess the **VALUE** of the solutions that your organization might offer

Beat the **COMPETITION** by defining the playing field broadly and using your advantages