# Article information:

What Is Jobs To Be Done Framework & How To Apply JTBD - Product Collective | Organizers of INDUSTRY: The Product Conference  
<https://productcollective.com/what-is-jobs-to-be-done-framework/>

# Article summary:

1. The Jobs-to-be-Done (JTBD) framework is a methodology used to structure product discovery and market research to identify customer needs.

2. The JTBD theory states that customers hire products to help them make progress in their lives, and it takes into account the functional, social, and emotional factors that influence customer choices.

3. The origin of the JTBD framework can be traced back to Harvard Business School professor Clayton Christensen's books "The Innovator's Dilemma" and "The Innovator's Solution".

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

This article provides an overview of the Jobs-to-be-Done (JTBD) framework, its origins, and how it can be applied in practice. The article is well written and provides a comprehensive overview of the topic. It is clear that the author has done extensive research on the subject matter as they provide detailed information about the history of JTBD theory as well as practical applications for product managers.

The article does not appear to have any biases or one-sided reporting; instead, it presents an unbiased overview of JTBD theory with no promotional content or partiality. All claims made are supported by evidence from reliable sources such as books by Harvard Business School professor Clayton Christensen. Additionally, all potential risks associated with using JTBD are noted throughout the article.

The only potential issue with this article is that it does not explore counterarguments or present both sides equally; however, this is understandable given that this article is intended to provide an overview of JTBD rather than a debate between two opposing sides.

# Topics for further research:

* Jobs-to-be-Done customer segmentation
* Jobs-to-be-Done interview techniques
* Jobs-to-be-Done implementation strategies
* Jobs-to-be-Done success stories
* Jobs-to-be-Done competitive analysis
* Jobs-to-be-Done market research methods

# Report location:

<https://www.fullpicture.app/item/be8b1dc68780a0b6831925205a503792>