

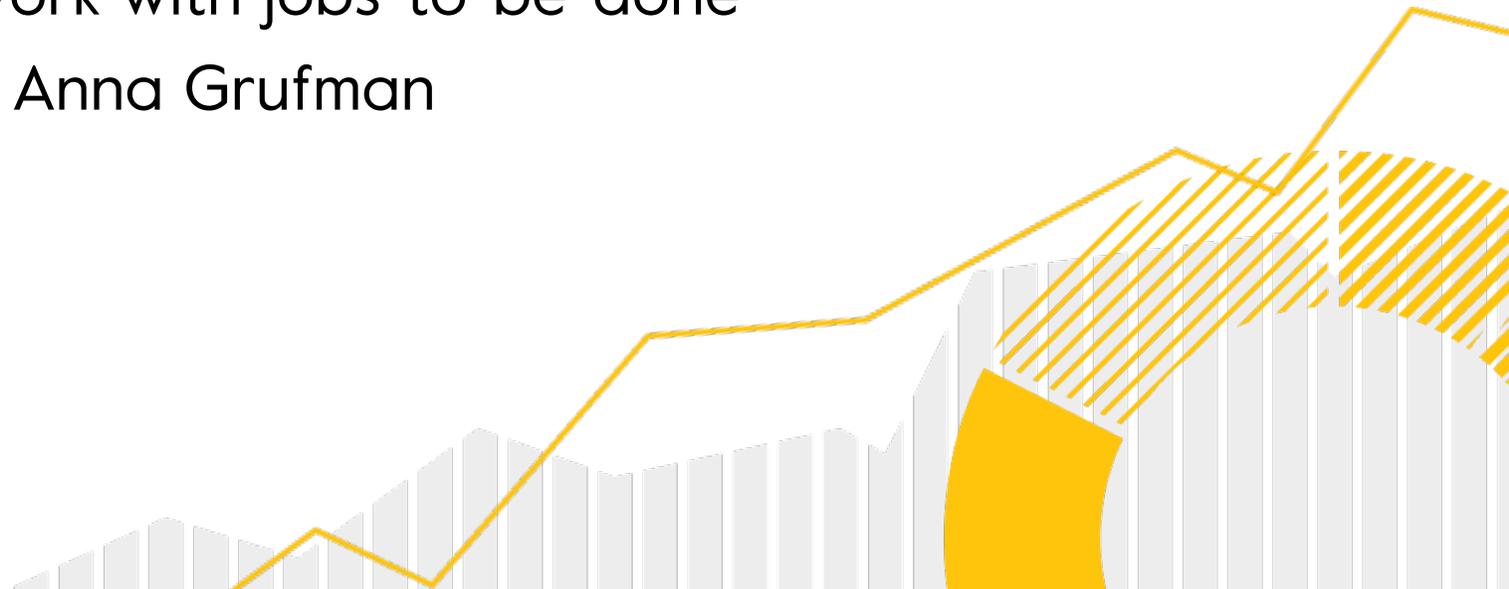


nordnet

Nordnet and milkshakes

How we work with jobs-to-be-done

Anna Grufman



The essence of jobs-to-be-done:

Customers hire products to get a job done.



Let's warm up!



**What job does your SL card
do for you?**



Förköpsremsa 

Helt pris 16 kuponger
200 kr
Interrimpris 6kr, 11,32kr, Väntepris 52,05kr (3,96kr/1)

Typ 1009 Serie 0079
012345

**OBS! Alla remсор
gäller t.o.m.
31 augusti 2013.**

| | |
|-----------------|----|
| | 13 |
| | 12 |
| | 11 |
| | 10 |
| | 9 |
| | 8 |
| | 7 |
| 8536 A 18 07 06 | 6 |
| | 5 |
| 8536 A 17 08 06 | 4 |
| | 3 |
| 6 12 A 15 12 03 | 2 |
| | 1 |

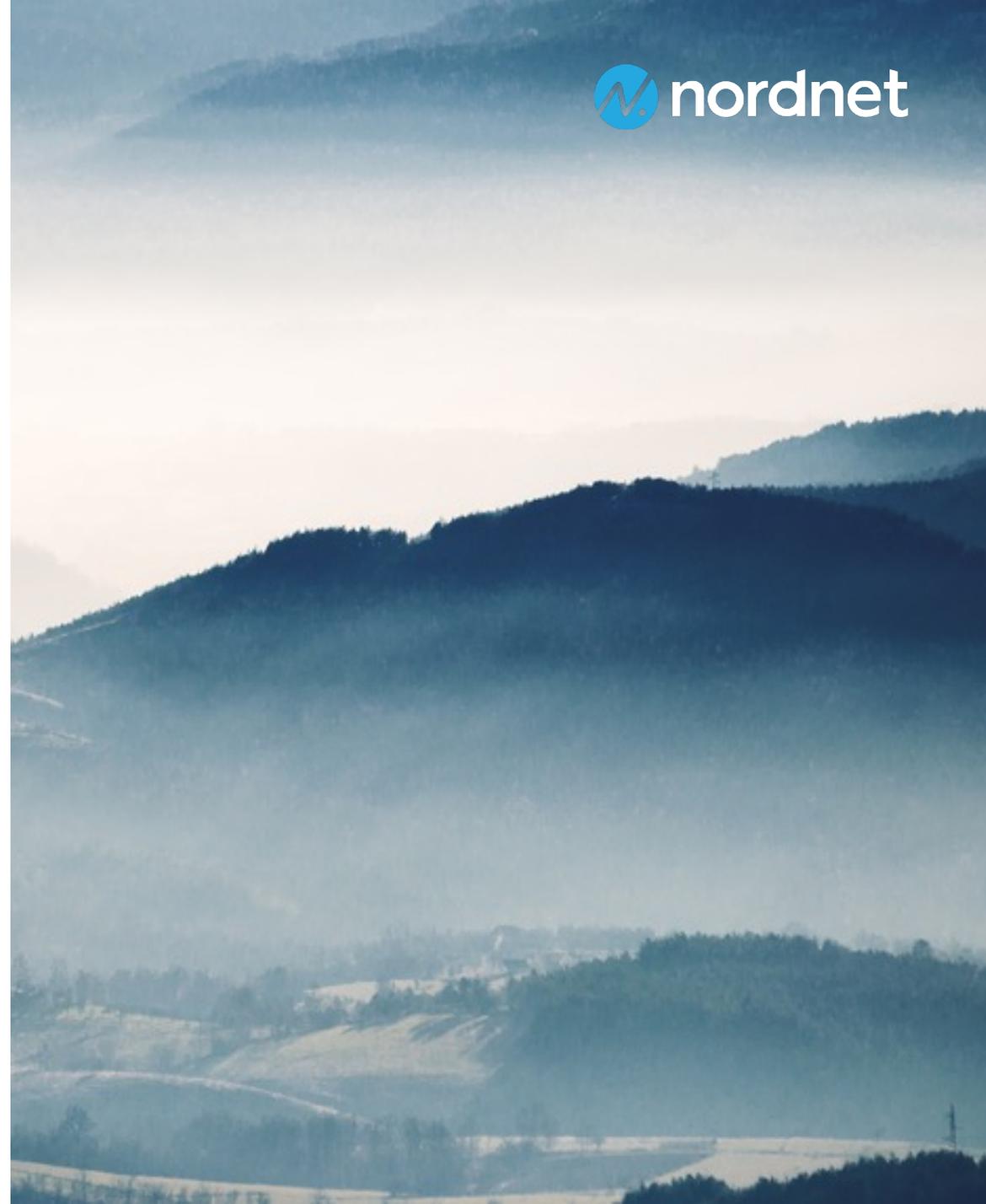


When SITUATION , **I want to** MOTIVATION , **so I can** OUTCOME .

How we do it

At Nordnet we use Jobs-to-be-done to:

- Understand the **outcome** our users want to achieve
- Focus our efforts
- To measure, learn and iterate early in the design process



1. We start with job interviews

First thought 

Purchase 

Forces of progress:

- **PUSH** in current situation
- **PULL** of the new solution

Forces of resistance:

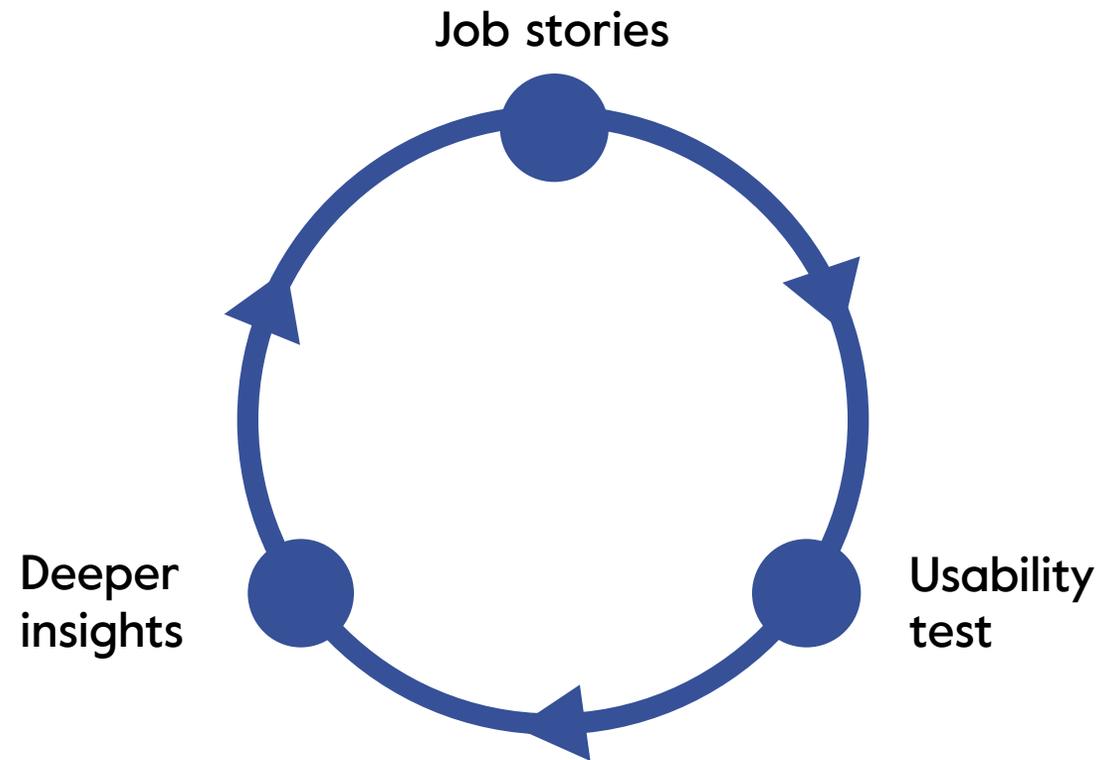
- **HABIT** of the present
- **ANXIETY** of the new solution

2. We identify the forces

- PUSH PULL
- HABIT ANXIETY

3. We analyze and create job stories

The job evolution



Epic



Story

What, Who

High level job = True

Job story

Why, When

Get started **now**

1. Get out there
2. Practice makes perfect
3. Use the job to challenge proposed solutions



What job does your product do?

Thank you for listening!