

## CUSTOMER VALUE MAP

	JOB #1		JOB #2		JOB #3	
	JOB-TO-BE-DONE (Main Objective)  Verb + Object + Circumstance	DESIRED OUTCOME (Key Result)  Delta + Measure + Focus	JOB-TO-BE-DONE (Main Objective)  Verb + Object + Circumstance	DESIRED OUTCOME (Key Result)  Delta + Measure + Focus	JOB-TO-BE-DONE (Main Objective)  Verb + Object + Circumstance	DESIRED OUTCOME (Key Result)  Delta + Measure + Focus
	(e.g. Protect important information from exposure)	(e.g. Mimimize loss of confidential company data)	(e.g. Protect important information from exposure)	(e.g. Mimimize loss of confidential company data)	(e.g. Protect important information from exposure)	(e.g. Mimimize loss of confidential company data)
KEY TOUCHPOINTS  What are the primary ways this customer interacts with us in attempting to get this Job done?						
KEY HIGH POINTS  What do we do that makes this customer's Job-to-be-Done easier and/or faster?						
POINTS OF FRICTION  That do we do that slows this customer down from achieving their Desired Outcome?						
VALUE GAP  What happens during this Job that may rompt this customer to seek other solutions?  ("I can't when")  ("It's difficult to when")						
INTERNAL PROCESS  Which of our company processes or activities are most closely linked to the Points of Friction and Value Gap?						
KEY OPPORTUNITIES  Sow might we improve this Job-to-be-Done experience in the future?  (quick wins, experiments, solutions, etc)						