

Trigger Questions



Jobs describe the things your customers are trying to get done in their work or in their life.

A customer job could be the tasks they are trying to perform and complete, the problems they are trying to solve, or the needs they are trying to satisfy.

Use the following trigger questions to help you think of different potential customer jobs:

1. What is the one thing that you (your customer) couldn't live without accomplishing? What are the stepping stones that could help you(your customer) achieve this key job?
2. What are the different contexts that you(your customers) might be in? How do your activities and goals change depending on these different contexts? Why now ?
3. What do you(your customer) need to accomplish that involves interaction with others?
4. What tasks are you(your customer) trying to perform in your work (or personal life)? What functional problems are you (your customer) trying to solve?

