

The Customer Jobs Canvas

Created for

Created by

nb!

Intention

3

Customer Segment

1

Quote

2

Functional Job

5

Context

4

Compensating Behaviour

8

Forces compelling Change

11

Forces opposing Change

12

Emotional Job

6

Currently Hiring

9

Tradeoff

13

Social Job

7

Recently Fired

10

Measure of Success

14



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Einführung in den Customer Jobs Canvas

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