

JOBS ARE STABLE

Jobs-to-be-done Hierarchy

JOBS ARE SOLUTION-FREE AND THEREFORE STABLE

The big advantage of the jobs-to-be-done method is the core: the jobs. They are the requirement that our customer has. There are many solutions to meet this job, but the job itself is solution-free and therefore can adapt to the different trends occurring over the years.



JOB "SEND A MESSAGE"



1340 BC



1400



1750



1980



2023

JOB "LISTEN TO MUSIK"



2000 BC



1500



1900



1980



2023

JOB "TO ENTERTAIN YOURSELF"



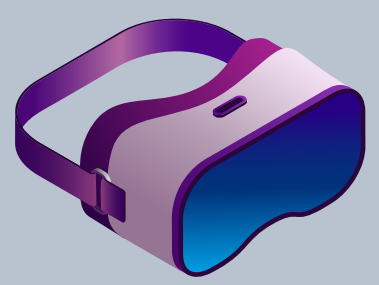
1300



1500



1900



2023