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| **JOB TO BE DONE** | **WHEN…** Travelling in the car **I WANT TO…** keep myself and passengers entertained **SO…** no one gets bored | | | | |
| **STEP** | 1. Plan | 2. Prepare | 3. Execute | 4. Monitor & Modify | 5. Conclude |
| **DESCRIPTION** | *Determining goals and objectives. Planning the approach. Assessing and selecting which resources are necessary or available to complete the job.* | *Locating and preparing the inputs to do the job. Inputs might be physical (e.g. tools, objects) or non-physical (requirements). Setting up the environment and verifying that the preparation is complete before executing.* | *Carrying out the job* | *Monitoring how the job is going and whether it is being successfully executed or not. Altering the job to improve execution.* | *Finishing the job. Evaluating the overall success of the job and preparing to repeat it.* |
| **JOBS**  What are the related jobs to be done?  What is the customer trying to get done at each step? | * Assess options available e.g. CDs, radio, Podcasts, Tablet, SmartPhone * Determine what might be acceptable for passengers  e.g. Music to play | * Agree chosen option with passengers * Collect media e.g. CDS, DVDs, MP3 player * Set-up option e.g. connect phone via Bluetooth * Choose music or audio to play e.g. album, podcast, radio, playlist * Test set-up e.g. correct volume * Adjust set-up e.g. Bass, balance | * Make audio louder / quieter * Pause audio * Change audio e.g. track, station * Mute audio e.g. phone call * Get information about track / item (e.g. artist) | * Verify that the selected music is being played * Change music or audio * Change playlist e.g. tracks * Change set-up e.g. balance | * Switch off audio / video * Evaluate choice of music / audio |
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| **SUCCESS CRITERIA**  How will customers evaluate possible solutions? | | | **POSSIBLE SOLUTIONS**  What solutions can the customer potentially use to get the job done? | | |
| **FUNCTIONAL CRITERIA**  What are practical & objective criteria for possible solutions? | **EMOTIONAL CRITERIA**  How does the customer want to feel? | **SOCIAL CRITERIA**  How does the customer want to be perceived by others? | * Conversation * Radio * CDs / MP3s / Streaming music * DVDs (aside from driver) * Podcasts / Audio books * In-car games e.g. snooker * Books and magazines (aside from driver) * Smartphone (aside from driver) | | |
| * Won’t be unduly distracting * Will last for the duration of the journey * Appropriate for passengers (e.g. no swearing with children) * Doesn’t induce travel sickness * Not too expensive e.g. in-built DVD screens | * Entertained * Educated e.g. Podcasts, Talk radio * Distracted (but not too much) | * Considerate – Find a solution that is acceptable for all passengers * Not too much screen time for children |
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| **PAIN POINTS**  What pain points exist for current solutions? | **OPPORTUNITIES**  What opportunities exist for better completing the job to be done? |
| * Having to keep hands on wheel so hard to access controls * Passengers want different options * Have to keep changing audio set-up e.g. balance * Hard to set-up in-car technology e.g. Bluetooth * Hard to hear Sat Nav directions with music or audio playing * Some options (e.g. reading) have potential to induce car sickness * Too little choice e.g. radio stations * Too much choice e.g. MP3 catalogue * Unable to find desired audio/music e.g. artist, album name * Noisy environment * No track / item information e.g. radio | * Different music or audio for passengers e.g. front speakers, rear speakers * Audio books & podcasts * Interactive in-car games * Voice control so that hands don’t have to be taken off the wheel * Gesture based controls e.g. next, prev * Retractable audio / video lead e.g. 3.5 mm to avoid having to set-up Bluetooth * Match playing time to estimated journey time (via Satnav) * Simple set-up wizard e.g. Bluetooth * Intelligent music / audio selection (e.g. like Alexa – play artist, album or genre) * Intelligent volume e.g. increase at speed, decrease for Sat Nav instructions * Noise cancelling audio * Show information about current audio e.g. Name, artist |