

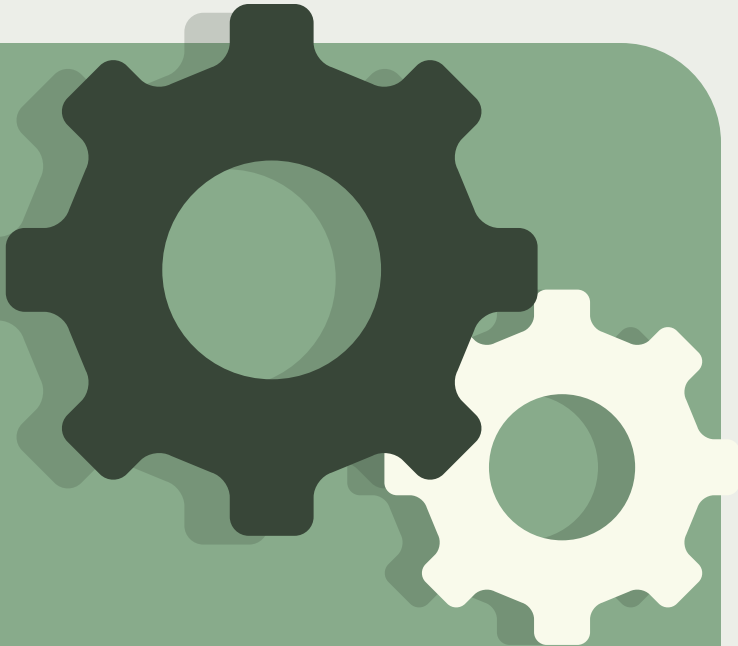
Functional

Social

Emotional

Jobs-To-Be-Done

In essence, what are they “hiring” your product/service to do?



Functional

text

Social

text



Emotional

text