

The ODF provides a template to formulate opportunity statements based on two directions: Opportunities emerging from as-is situations (deficiencies in JBTD) or to-be situations (trends).

How to use

- 1. List the jobs and/or trends, affecting your context
- 2a. Score importance, satisfaction, and pain points in the JBTD table.
Focus on under - /overserved JBTD.
- 2b. Derive frictions, gains, mismatches, or forgotten niches for the trends in the Trend table.
- 3. Use the opportunity statement template to state the opportunities. Use IDs for each opportunity for easier comparability.
- 4. Map the opportunities on the opportunity radar, use the distance to the center, size, color, and segmentation for each opportunity to find the most relevant.
- 5. Start ideating on the opportunities to find valuable solutions.

Statement templates:

Job to be done (JTBD) = When [situation], I want to [motivation], so [outcome].
Trend = [Who or what] is shifting from [situation X] to [situation Y].
Opportunity = [Audience] lacks [pain point], but want [desire]. True for [market size].

Implications

If satisfaction > importance, then the JTBD is overserved
If importance >=5 and importance > satisfaction, then the JTBD is underserved

Trend (including Friction) | Gains | System Mismatches | Niches

Opportunities

Job-to-be-done

Importance (0-10)

Satisfaction (0-10)

Pain Points

Opportunities

Opportunity Radar

lowhigh

Competition

Market Size

Segment:

+10y

Segment:

Segment:

Segment:

+10y

Time Horizon