

What is an outcome statement?

It's a customer need, *as opposed to a product or attribute*.

Outcome Statements are the criteria that customers use to determine how well a job is done.

JTBD: Cross a river

- Minimize the likelihood of drowning
- Minimize the likelihood hypothermia due to getting wet
- Minimize the time to cross the river
- Maximize the cargo that can be carried
- Minimize the physical energy required
- Minimize the likelihood of running aground
- Minimize the likelihood of getting lost
- Minimize the likelihood of losing items in the water



Minimum requirements for Outcome Statements

- Begins with a verb – commonly *maximize* or *minimize*
- Uses a metric – time, frequency, likelihood, number, etc.
- As solution-independent as possible
- Does not combine two outcomes with an “and”
- Interpreted the same by all stakeholders

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- Minimize the likelihood of getting lost
- Minimize the likelihood of losing items in the water
- Minimize the time to start the engine

Qualities of the BEST Outcome Statements

- Uses “Minimize” as the verb
- Uses the most measurable metric (frequency > likelihood)
- ZERO solution references
- Has a “*Due to*” that describes the root cause
- Concise



Job-based Outcomes vs. Product-based Outcomes

JTBD: Mow the lawn

Outcomes:

- Minimize the time to mow the lawn
- Minimize the number of grass clumps remaining on the law
- Minimize the number of uncut strips of grass
- Minimize the likelihood of damaging the grass while mowing
- Minimize the likelihood of damaging fixed objects while mowing, e.g. fences, buildings, etc.

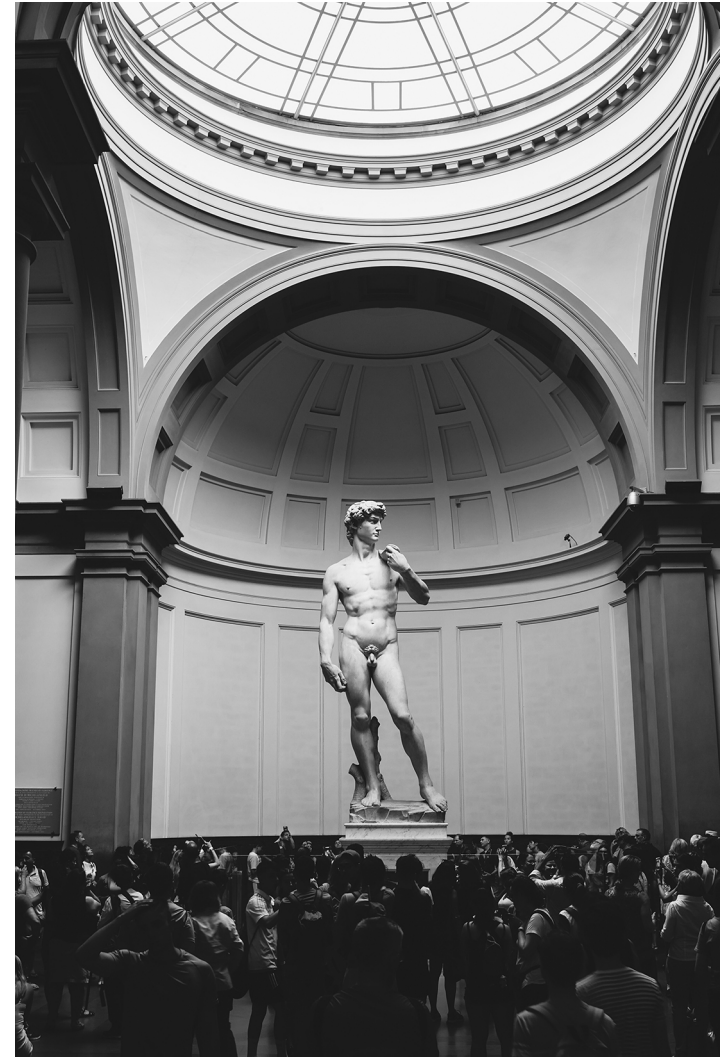
JTBD: Mow the lawn with a lawn tractor

Outcomes:

- Minimize the time to learn to use *the tractor*
- Minimize the space required to store *the tractor*
- Minimize the time required to maintain *the tractor*
- Minimize the likelihood of injury while using *the tractor* to oneself or others
- Minimize the time to change *the tractor mower's* blades

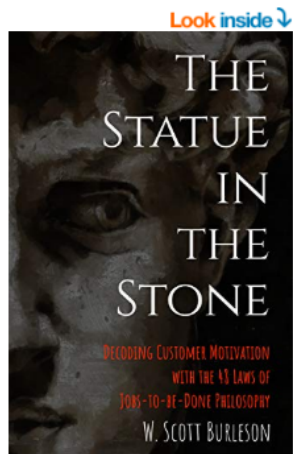
Outcome Statement *Mentality*

Writing Outcome Statements is a *pursuit of perfection* in a quest *for finding imperfections*.



Outcome Statement *Mentality*

Writing Outcome Statements is a *pursuit of perfection* in a quest *for finding imperfections*.



The Statue in the Stone: Decoding Customer Motivation with the 48 Laws of Jobs-to-be-Done Philosophy Kindle Edition

by Scott Burleson (Author) | Format: Kindle Edition

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THE STATUE IN THE STONE is a complete treatise on Jobs-to-be-Done philosophy. While many have contributed to the ideology, the founding fathers are (in alphabetical order): Lance Bettencourt, Clayton Christensen, Theodore Levitt, and Anthony Ulwick.



Outcome Statement Examples

Writing Outcome Statements is a *pursuit of perfection* in a quest *for finding imperfections*.

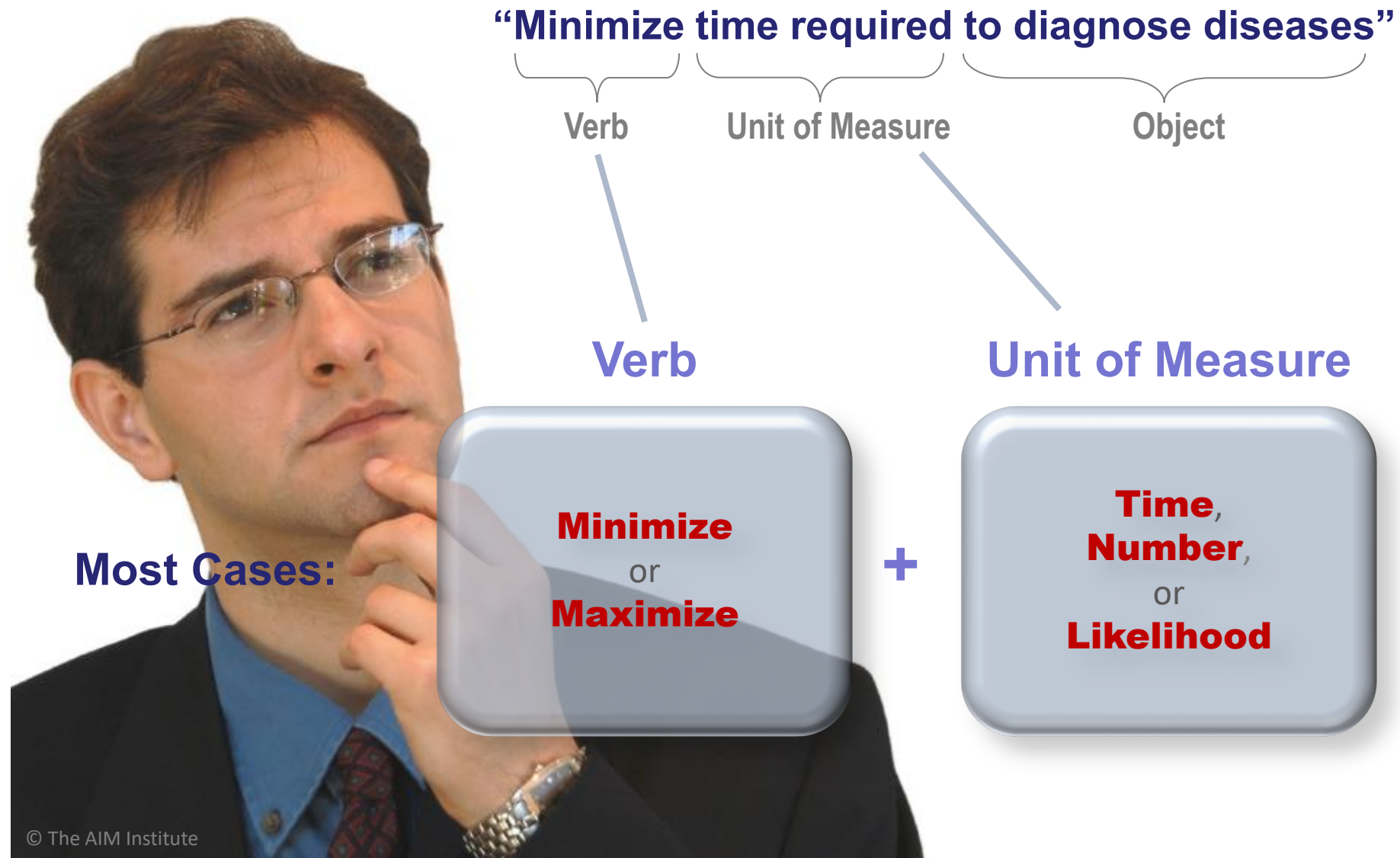
JTBD: Lose weight

- Minimize the likelihood of gaining the weight back
- Minimize the time to achieve the weight loss goal
- Minimize the likelihood of being hungry
- Minimize the likelihood of suffering from low energy levels

JTBD: Prepare a meal

- Minimize the likelihood of burning the meal
- Minimize the time to obtain the ingredients
- Minimize the likelihood of making an error when measuring the ingredients
- Minimize the likelihood that the meal is not the appropriate temperature when served

Outcome Statements Simplified



Outcome Statement Common Errors

Vague Words:

- Durable
- Reliable
- Scalable
- Comfortable
- Easy to use

When you get these, ask for the error:

- What is making it *not durable*?
- What makes it *not reliable*?
- What *prevents it from being scalable*?
- What makes it *uncomfortable*?
- What makes it *difficult to use*?

“Ability” as a metric

Maximize the ability to book a flight

Maximize the ability to install the app

Maximize the ability to upgrade the app

When tempted, go to the JTBD, and probe for the error:

JTBD: Book a flight

- What problems do you have when booking the flight?
- What makes it difficult to book the flight?
- What makes booking the flight slow, error-prone, frustrating, etc.?

Outcome Statement Common Errors

Too solution-like

Minimize the time to read the instructions

Ask a “Why” question one more time:

If you could read the instructions faster, how would that help you?

=> Minimize the time to learn to use the app

Drifted out of scope

- Minimize the time to mow the lawn
- Minimize the likelihood of leaving streaks of uncut grass
- Minimize the likelihood of damaging the lawn when turning
- ~~Minimize the lead time to obtain a new mower from the factory~~

What about outcomes about price or cost?

Avoid it!

Minimize the cost of a new mower

It meets all the definitions of a good outcome. *However, I would avoid it because:*

1. **We already know** that they want to pay less.
2. 99.9999% of the time, **there will something more interesting that you need to learn** other than your customer will be happier if paying more.
3. **Pricing is a strategic decision**, based upon the broader goals of your new product (to penetrate a new market, to expand into adjacencies, to increase market share).
4. You'll certainly do a pricing comparison with your competition anyway.

**Let's fix some
outcomes!**