

9 Trigger Questions for Customer Jobs Checklist

As the team at [Strategyzer](#) defines that, “Jobs describe the things your customers are trying to get done in their work and/or life..” [Startupdotpk](#) is bringing all the incredible tools and titbits that will help YOU and YOUR STARTUP to become SAVVIER. SMARTER. SUPER.

Here are some trigger questions to help you think about potential customer jobs.

Sr#	Task	Notes
1	What is the one thing that your customer could not live without accomplishing? What are the stepping stones that could help your customer achieve this key job?	
2	What are the different contexts that your customers might be in? How do their activities and goals change depending on these different contexts?	
3	What does your customer need to accomplish that involves interaction with others?	
4	What tasks are your customers trying to perform in their work or personal life? What functional problems are your customers trying to solve?	
5	Are there problems that you think customers have that they may not even be aware of?	
6	What emotional needs are your customers trying to satisfy? What jobs, if completed, would give the user a sense of self-satisfaction?	
7	How does your customer want to be perceived by others? What can your customer do to help themselves be perceived this way?	
8	How does your customer want to feel? What does your customer need to do to feel this way?	
9	Track your customer’s interaction with a product or service throughout its lifespan. What supporting jobs surface throughout this life cycle? Does the user switch roles throughout this process?	

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