

JOBS STATEMENT TEMPLATE

Use this template to describe the goals of your end user, customer, client or patient. The objective is to have a statement that describes the job that they are hiring your product or service to be done.

Job Statement Format = VERB + OBJECT + CLARIFIER + CONTEXT (if required)

Examples:

- Remove hair from face
- Clean dirt off vehicle
- Entertain children while driving
- Visit family on special occasions (e.g. birthday, graduation, wedding)

Tips

DO'S	DON'TS
<ul style="list-style-type: none">• Reflect individual's perspective• Start with a verb• Ensure stability over time• Clarify with context, if needed	<ul style="list-style-type: none">• Never refer to technology or solutions• Steer clear of methods or techniques• Don't give observations or preferences• Avoid compounds (AND / OR)

JOB STATEMENTS

List 3 different job statements that could reflect what your customer, client, user, patient is trying to get done.

VERB	OBJECT	CLARIFIER	CONTEXT (if needed)

