

Flexiana

Checklists

From the book: **When Coffee and Kale Compete: Become great at making products people will buy**

Book by Alan Klement

Delivering a Job

- Identify a struggle or aspiration.
- Start wide.
- Get narrow.
- Interview customers.
- Ask customers about what they've done, not just what they want.
- Confirm it.
- How do customers view competition?
- What kind of progress do customers seek?
- What's the customers' emotional motivation (JTBD)?
 - What doesn't change?
- Make a product.
- From which budget will the product take away money?
- Create better marketing material.
- Convince the team to change a product.
- Share a vision with the team.
- Frame design challenges as a JTBD.
- Generate the push and pull.
- Define anxieties and inertias.
 - How have customers tried to solve the struggles before?
 - Reduce it.
- Reduce anxiety-in-choice.
 - Offer trials.
 - Offer refunds.
 - Offer discounts.
- Identify habits-in-use.
 - Adjust the product to the habits.
- Create constancy of purpose.
- Offer a set of products as a system.
- Talk with your customers.
- Find customers who switched.
 - Confirm that competition exists between products.
- Are you creating a new market?
- Refresh the competitive landscape continually.
- Find new opportunities.

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System of Progress

- Interview the customers
- Understand the customers' current life-situation
- What is a better life-situation?
- Define the current struggle
- Define the Push
- Define the Pull
- Define the Job
- Search for solutions
- Choose a solution
- Make various products
- Define Anxieties
- Define Inertias
- Solution for anxieties
- Solution of Inertias
- Define the JTBD
- Test the JTBD
- Ask customers to use them
- Does any of the solutions carry them to the better me they want?
- What Pulls the customer to choose and use a solution?
- What vision of the future Pulls the customer?
- Define competitive advantages
- Realize new life-situation
- New aspirations
- Generate new demands

About Flexiana

We help companies improve and build digital services - **We are The Service Builders.** We provide quality and professional full-cycle applications, web applications, mobile applications, and custom software. We specialize in solving real problems and using opportunities to increase customer satisfaction and gain new customer groups, from idea to long-term cooperation. Drive and dedication have ensured Flexiana has delivered true value to business since 2016. Our values are Craftsmanship, Transparency, Autonomy, Diversity, Remote Work, and Agility.

To deliver consistently, we have lots of things, for example, checklists like these ones. To deliver the best practices, we read, we process information, we discuss and share and teach. And to improve continuously, learning, teaching, processing, and building knowledge is an integral part of our operations.

Get more checklists, insights and experiences for free on flexiana.com