



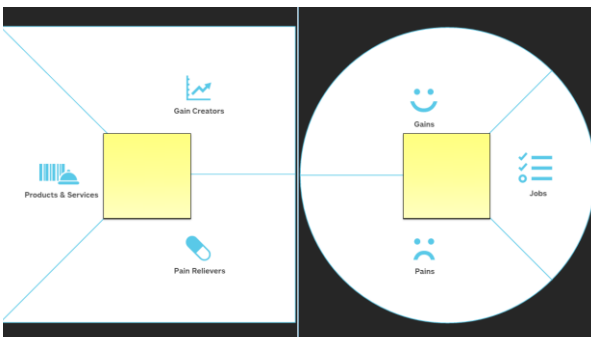
Job to Be Done Spec

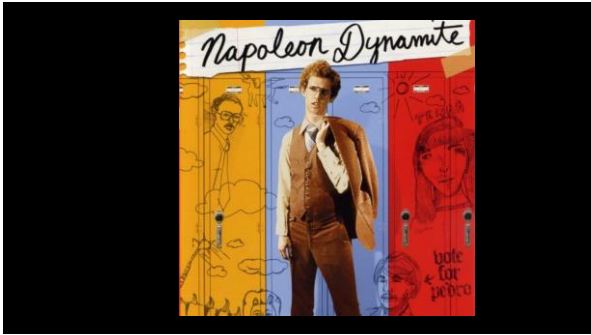
Stake Holder Circumstance

Progress to be Made
 Functional: Social: Emotional:

Definition of Quality

Barriers Compensating Behaviors







Rolls Royce vs. Corolla





