

Asia Orangio - The JTBD Framework

For the full description of this framework, go to marketingpowerups.com/011.

NOTE: To fill out this cheatsheet, make a copy of it by clicking on File > Make a copy.

1. Functional upgrade 🛠️

What can your customers do now with your product that they couldn't do without it?

2. Emotional upgrade ❤️

How do you want customers to feel or avoid feeling after using your product?

3. Social upgrade 👤

How do you want customers to feel or avoid feeling after using your product?