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## **INTEGRATION OF THE JTBD FRAMEWORK INTO MARKETING PROCESS MANAGEMENT OF APPLICATION DEVELOPMENT**

In today's digital environment, apps have become a key tool for business communication, customer service, and creating new sales channels. Competition in the mobile and web app market forces companies to better understand users' true motivations and build products that best meet their expectations. In this context, the Jobs-to-be-Done (JTBD) framework becomes particularly important, as it allows us to shift the focus from product features to the tasks, or jobs, that the user seeks to accomplish with the app [1].

The JTBD framework is based on the idea that users "hire" a product not for its features, but for its ability to help them achieve a desired outcome. Jobs can be functional (performing a specific action), emotional (feeling comfortable, in control, confident), or social (demonstrating status, belonging to a group). For marketers and application development teams, this means that understanding the user's true desires allows them to more accurately determine which features, messages, and communication channels will provide the most value [2].

The algorithm for creating a Job Map is a central element of the practical use of JTBD. A Job Map is a sequence of steps that a user performs to implement a specific job from start to finish. The construction of the map begins with qualitative interviews, during which researchers find out in what context the need arises, what actions the user takes before, during and after using the product. Then these stages are systematized into a logical structure: defining the task, preparing for its implementation, the actual implementation, checking the result, adapting or repeating. Each stage is accompanied by the identification of difficulties, barriers and success criteria. Thus, a Job Map helps marketers and developers see the full picture of the user experience (XU), and not just the moment of interaction with the application [3].

The second important tool of JTBD is the definition of Desired Outcomes – the desired results that the user seeks to achieve by performing a specific job. Desired Outcomes are formulated in the form of specific statements that describe how the user evaluates the success of the task. For example: "reduce data entry time", "increase the accuracy of finding the necessary information", "reduce the risk of error when paying". To create this set of results, researchers use a combination of qualitative analysis (interviews, observations) and quantitative methods (assessment of the importance and level of satisfaction of each outcome). Next, a matrix is formed in which importance and satisfaction are compared – this

allows us to identify the so-called “unsatisfied jobs”, that is, those aspects of the experience that are important to the user but poorly implemented in the market [4].

The integration of JTBD into the management of marketing processes for application development occurs gradually, covering all stages of the product life cycle. At the user research stage, JTBD provides a deeper understanding of their context and motivation. Instead of traditional demographic segmentation, marketers create segments by job type. This allows for more precise targeting of the product and message. At the value proposition stage, the Job Map and Desired Outcomes become the basis for formulating key messages that directly appeal to real user needs. When creating UX design, the Job Map helps determine which product features really affect the user outcome and which are secondary [5].

At the communication and promotion stage of the application, JTBD allows us to create marketing messages that do not just describe the functionality, but show how the product helps the user achieve the desired result in a certain context. This is especially effective in performance marketing, where the relevance of the message determines the success of the campaign. After the product is launched, the Desired Outcomes analysis can be integrated into the analytics system: the level of execution of key jobs becomes a metric of user satisfaction and the basis for further optimization.

Table 1 – JTBD interpretation of marketing processes

Marketing process	JTBD framework integration
User Research	Conducting JTBD interviews, building a Job Map
Segmentation & Targeting	Segmentation by jobs, not demographics
Value Proposition Design	Formulating an offer for desired users' outcomes
UX / Product Design	Prioritizing features by level of dissatisfied jobs
Marketing Communication	Formulating messages appeal to the user context
Retention & Analytics	Level of job completion for measuring success

The result of integrating the JTBD framework into marketing process management is increased product relevance, reduced risks of unsuccessful decisions, and better synergy between marketing, UX, and development teams. The business receives a tool that allows it to build not just functional products, but solutions that help users make significant progress in their activities. At the same time, using JTBD requires a high level of research competence, because collecting and analyzing job data requires accuracy, contextual understanding, and systems thinking.

In conclusion, it can be noted that the JTBD framework not only complements classic marketing methods, but also creates a new logic of business-user interaction. Its implementation in the application development process contributes to the creation of products that do not just satisfy demand, but really help users achieve their goals. The algorithmic sequence of building a Job Map and Desired Outcomes becomes the basis for strategic planning, innovation and increasing business competitiveness in the digital era.

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