Outcome Expectation Mapping

1 hour 30 min

Research

Customers judge us by outcomes. Outcome Expectation Mapping reveals what "success" looks like to them for each job. This 90-minute exercise highlights gaps between customer expectations and our current delivery. It's not always easy to put ourselves in the customer's shoes, so be prepared for some lively debate.

H HOW TO RUN

1 Job Selection — 10 min

Choose the customer jobs to map. Focus on high-impact areas.

2 Outcome Brainstorm — 30 min

What outcomes do customers expect from this job? Capture everything.

3 Categorization — 20 min

Distinguish between required (must-have) and desired (nice-to-have) outcomes.

4 Gap Analysis — 20 min

Compare current delivery to expected outcomes. Where are we falling short?

5 Prioritization — 10 min

Which gaps matter most to the customer? Focus on what will drive satisfaction.

O OBJECTIVES

- Define expected outcomes for key customer jobs
- Distinguish between required and desired outcomes
- Map current delivery against expectations
- Identify critical outcome gaps

M MATERIALS

- ☐ Job statements (pre-defined).
- ☐ Outcome mapping template (digital or printed).
- ☐ Gap analysis matrix (spreadsheet or whiteboard).

P PARTICIPANTS

8 to 15 people

F FACILITATOR NOTES

REMEMBER

- Anchor discussions in actual customer feedback. Challenge assumptions about what customers really want.
- Sometimes, what we think is important isn't what the customer values.
- Consider doing a dry run to refine the job statements.