

The cognitive jobs approach: Diving deep for better product design

JTBD: A surface-level solution in an AI world

With the rise of AI-powered products, conventional design approaches like jobs to be done (JTBD) are too one-dimensional for digital consumers. While JTBD focuses on a single user task, it misses additional user needs and thought processes.

Cognitive jobs: Diving deep to merge human thinking, AI, and design

Here's where cognitive jobs can help. Cognitive design prioritizes human thought patterns over practical tasks. It considers how users think and feel when interacting with a product — the “jobs” they complete when making decisions and solving problems.

Using both approaches, design teams can create products that fulfill basic outcomes (JTBD) and enhance them with cognitive jobs analysis and artificial intelligence (AI) to create more responsive and personalized products.

Let's explore the differences between JTBD and a cognitive jobs approach using a health and fitness app (i.e. Fitbit, MyFitnessPal, Apple Health) as an example.

In our iceberg metaphor, the tip represents the app's surface-level tasks while the underwater portion represents the hidden cognitive jobs that inform how users think, decide, and act when tracking health and fitness goals.



Learn more about improving user experiences in AI-augmented design with our recent eBook [“Cognitive jobs vs. Jobs to be done: Which is better for AI-augmented design?”](#)

