

WHY EVERYONE IS FEELING EVERYTHING RIGHT NOW

A Look at Fundamental Needs When We're Questioning All the Fundamentals





FUNDAMENTAL HUMAN NEEDS THROUGH THE LENS OF JOBS TO BE DONE

The universal, shared reaction to the pandemic has driven a lot of research since March as companies try to get a read on all the ways the pandemic is affecting our day to day. To bring clarity amidst speculation, we used a data-driven approach to look at Fundamental Human Needs through the lens of Jobs To Be Done. This study illuminates what we (people, consumers, ourselves) have been doing lately to cope, evolve or even grow which is helping our clients better understand how businesses and categories can connect with consumers in relevant ways.

About This Study

We fielded this study as stay-at-home orders were beginning to lift across the country and utilized the following approach to understand how COVID-19 has been impacting Americans' Fundamental Human Needs.

Each respondent told us the **activities** they'd been doing in the last 30 days...

For example, I recently...

- / Binge watched a TV show
- / Wore a protective face mask
- / Took a walk outside



... and the **Jobs** they were satisfying.

In order to...

- / Escape from the everyday
- / Fulfill my responsibilities
- / Ease my anxiety

After hearing from **1,650 Americans**, we learned how 58 activities satisfied 60 unique Jobs, each of which supports a **Fundamental Human Need**.

As we've discussed in previous postings related to Jobs To Be Done, and a distinction we'll again make today, a Job is *not* a Need. Rather, a Job is a desired outcome that a consumer seeks to achieve within a particular context. A "need" is a higher-order concept and organizing construct under which we can drill down to profile a range of Jobs.

Our Innate Wiring

Because we've always been inspired by Chilean economist Manfred Max-Neef's take on Fundamental Human Needs, we wanted to understand how Jobs might build on his framework.

With a representative sample of consumers, we interrogated which Jobs consumers experienced in today's environment and how they sought to satisfy each. In doing so, we were able to statistically map 9 clusters of Jobs (and corresponding activities) back to his Matrix of Needs. As you see in the table on the next page, a higher order need for "Understanding" is expressed via a range of Jobs like "Navigating a complex situation" and "Distinguishing fact from fiction."



Fundamental Human Needs

Max-Neef stressed that the set of needs described in his Matrix were “not absolute or complete,” and sure enough we identified another cluster of Jobs in the data that mapped to a 10th need, Productivity, which is representative of our culture and this unique time in history.

 <p>UNDERSTANDING</p>	<p>JOBS TO BE DONE</p> <ul style="list-style-type: none"> / Distinguish fact from fiction / Understand other perspectives / Become more knowledgeable / Navigate a complex situation 	 <p>PARTICIPATION</p>	<p>JOBS TO BE DONE</p> <ul style="list-style-type: none"> / Distinguish fact from fiction, / Understand other perspectives / Become more knowledgeable / Navigate a complex situation
 <p>PROTECTION</p>	<p>JOBS TO BE DONE</p> <ul style="list-style-type: none"> / Protect my community / Feel safe outside my home / Prepare for the unexpected / Plan for the future 	 <p>SUBSISTENCE</p>	<p>JOBS TO BE DONE</p> <ul style="list-style-type: none"> / Give myself something I can depend on / Feel in control, make life easier / Feel normal / Protect my wellbeing, care for my mental health
 <p>IDENTITY</p>	<p>JOBS TO BE DONE</p> <ul style="list-style-type: none"> / Get recognition / Create new traditions / Feel sophisticated / Push boundaries / Uphold traditions / Be a role model 	 <p>AFFECTION</p>	<p>JOBS TO BE DONE</p> <ul style="list-style-type: none"> / Show kindness / Feel close to others / Show affection/love / Celebrate
 <p>CREATION</p>	<p>JOBS TO BE DONE</p> <ul style="list-style-type: none"> / Be inventive / Express my creativity / Express myself / Be spontaneous / Try something new 	 <p>FREEDOM</p>	<p>JOBS TO BE DONE</p> <ul style="list-style-type: none"> / Savor the moment / Let loose / Give myself a boost of energy / Remind myself of a simpler time / Give myself something to look forward to / Treat myself
 <p>LEISURE</p>	<p>JOBS TO BE DONE</p> <ul style="list-style-type: none"> / Tune out the world / Escape from my everyday / Relax / Lighten my mood / Help pass the time / Ease my anxiety 	 <p>PRODUCTIVITY</p>	<p>JOBS TO BE DONE</p> <ul style="list-style-type: none"> / Make progress towards a goal, / Focus on the task at hand / Feel productive / Fulfill my responsibilities

All Are Necessary

Different than Maslow's model which focuses on a hierarchy of needs from physiological up to self-actualization and could lead one to assume the pandemic has driven us down to more basic needs at the base of the pyramid, Max-Neef talks about needs being interrelated and interactive and proposes all are necessary to achieve satisfaction.

Not surprisingly, our research validated this "all are necessary" idea.

While not all Fundamental Human Needs carry equal weight in Americans' lives today, our research confirms that all Needs had moments of relevance across our sample population and observation period. (When we publish results from our next waves of research, we'll be looking to see if the importance of these needs shift significantly over time and dig deeper into what might be driving that change.)



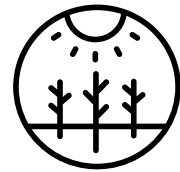
UNDERSTANDING
EXPERIENCED 11%
OF THE TIME



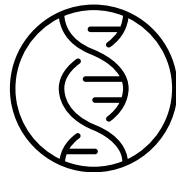
PARTICIPATION
EXPERIENCED 10%
OF THE TIME



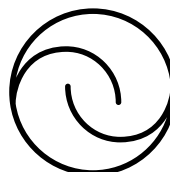
PROTECTION
EXPERIENCED 10%
OF THE TIME



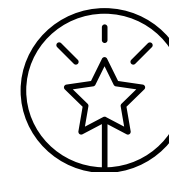
SUBSISTENCE
EXPERIENCED 11%
OF THE TIME



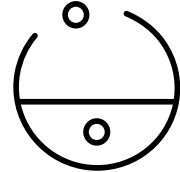
IDENTITY
EXPERIENCED 6%
OF THE TIME



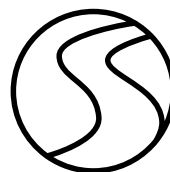
AFFECTION
EXPERIENCED 12%
OF THE TIME



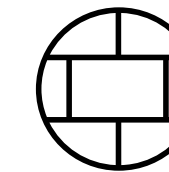
CREATION
EXPERIENCED 8%
OF THE TIME



FREEDOM
EXPERIENCED 9%
OF THE TIME



LEISURE
EXPERIENCED 11%
OF THE TIME

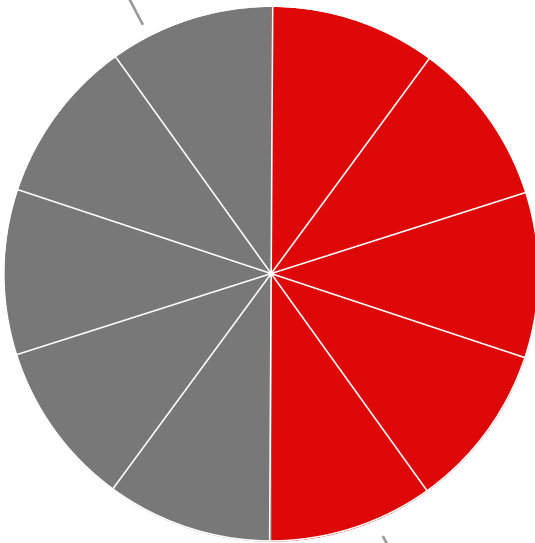


PRODUCTIVITY
EXPERIENCED 12%
OF THE TIME

Visualizing Engagement and Growth

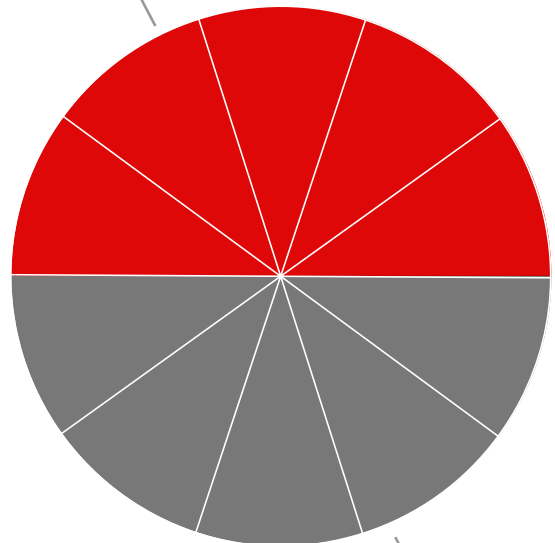
Additionally, we used the statistical technique of correspondence analysis and uncovered an overarching structure that sheds light on the common themes and points of tension across Needs. Thus, it's more appropriate to depict them in a dynamic way that visualizes commonalities, as well as the important differences we see within the Needs and Jobs that we'll drill down to within each section of our framework.

Needs on the left side are more about **ENGAGING**



Needs on the right side are more about **DISENGAGING**

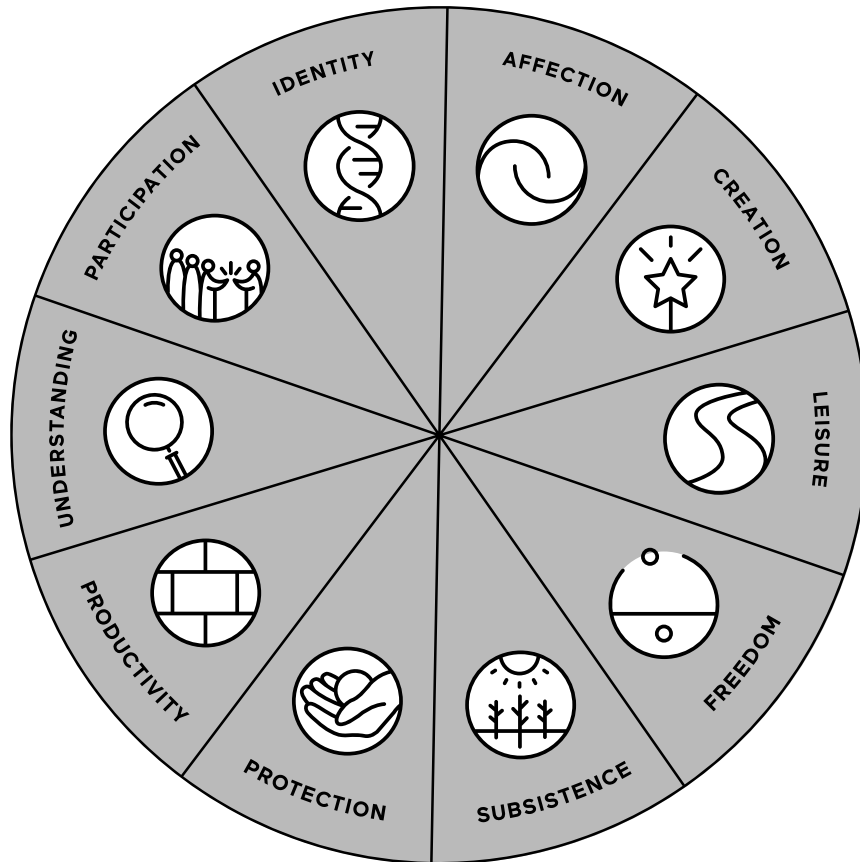
Needs on the top are more about **GROWTH**



Needs on the bottom are more about **WITHSTANDING**

Jobs at Work Across the Spectrum

Needs on the top are more about **GROWTH**. Thus, associated Jobs focus on the desire for personal development by venturing outside one's comfort zone.



Needs on the left side are more about **ENGAGING**. Thus, associated Jobs are centered on a complete immersion into the unfolding events in our world and one's responsibilities in our current reality.

Needs on the right side are more about **DISENGAGING**. Thus, associated Jobs are centered on tuning out the news and our world to take a break from it all.

Needs on the bottom are more about **WITHSTANDING**. Thus, associated Jobs are centered around how one weathers these difficult circumstances by meeting emotional and physical needs.

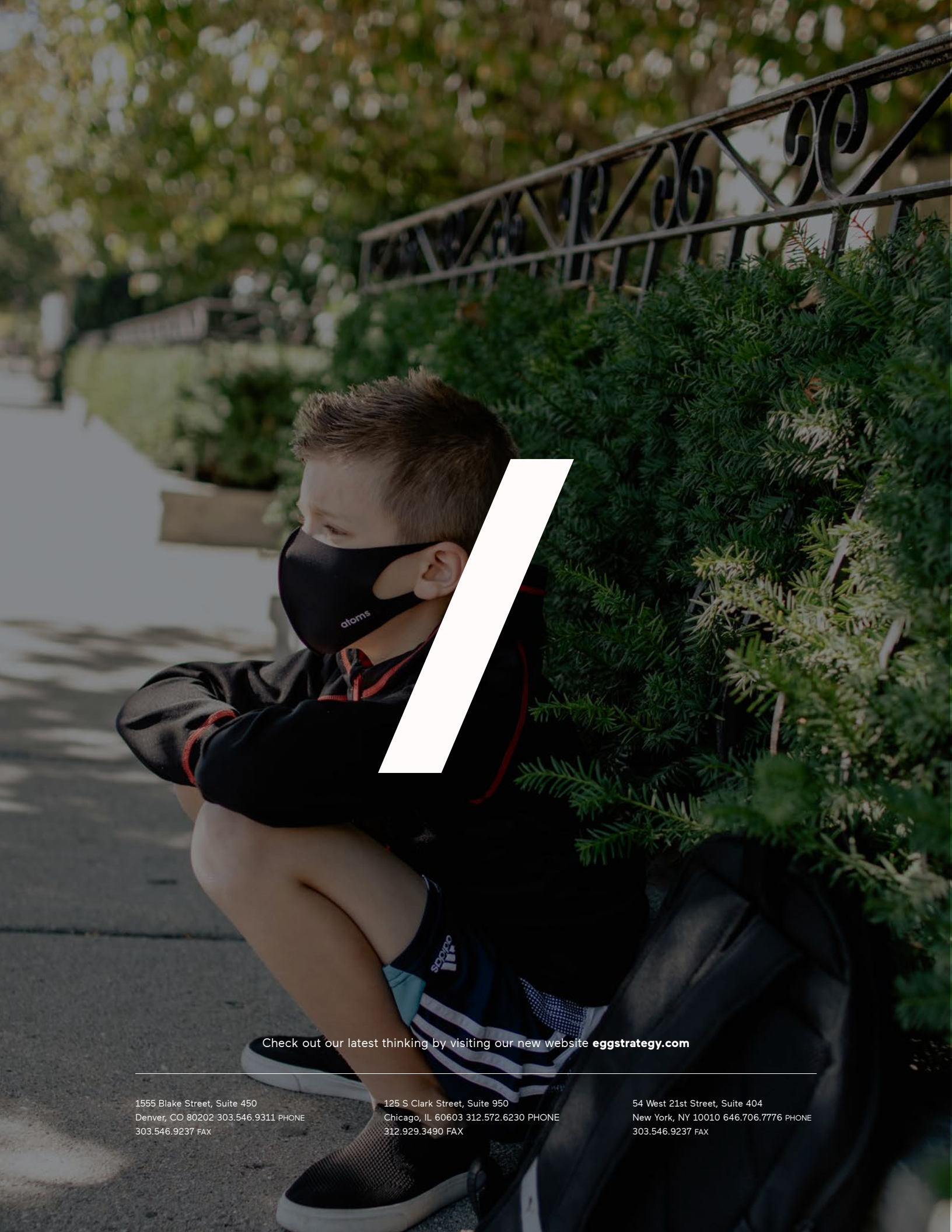
CONCLUSION

What To Expect Going Forward

In coming months we're going to spotlight different Fundamental Human Needs and the current context via Jobs to Be Done. Further, we'll highlight what consumers are hiring (or firing) for a Critical Job, plus the satisfaction gaps and key design criteria if you want to innovate or renovate your brand to steal share. Finally, we'll provoke some thinking and provide recommendations related to categories and brands who play (or could play) in this space.

Keep an eye out, our first spotlight on "Understanding" will be published soon!





Check out our latest thinking by visiting our new website eggstrategy.com

1555 Blake Street, Suite 450
Denver, CO 80202 303.546.9311 PHONE
303.546.9237 FAX

125 S Clark Street, Suite 950
Chicago, IL 60603 312.572.6230 PHONE
312.929.3490 FAX

54 West 21st Street, Suite 404
New York, NY 10010 646.706.7776 PHONE
303.546.9237 FAX