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Applying Jobs-To-Be-Done (JTBD) Framework To Design AI Applications For Women In Menopause Transition



01 Introduction

~75M women are experiencing perimenopause, menopause, or postmenopause in the U.S.

1.2B will be experiencing these different menopause stages globally by 2030.

Critical gaps on evidence-based research, clinician knowledge, and personalized products for women in menopause.

02 Objectives

Present a structured approach to designing AI apps for women in menopause transition.

Leverage JTBD framework on the functional, emotional, and social needs in addition to openness to AI for healthcare.

Adapt findings to product-market fit, persona development, and feature prioritization.

03 Methodology

8 one-on-one sessions in one-hour, semi-structured interview format conducted online. Participants recruited from a beta test group based on their severity of symptoms, menopause status, age, race/ethnicity, etc.

04 Analysis

(a) JTBD statements including functional/emotional/social jobs for segmentation; (b) user stories for persona development; and (c) Openness to AI & technology with product opportunities to reinforce trust in AI for healthcare.

05 JTBD segments

Solution-focused

Women age 50+ already taken action on menopause symptoms

Mindfully-informed

Women age 50 or younger in perimenopause but avoids info that raises anxiety or fear

Casually-attentive

Women age 50+ with less severe symptoms & less motivated to learn more about menopause

Purpose-driven

Women age 30-49 motivated by health goals and open to AI for healthcare

06 Application for Product Design

JTBD statement for purpose-driven segment (example)



“When facing fertility challenges during perimenopause, I want to learn from mothers with similar challenges so I can connect with a community and feel less isolated.”

Functional

Evaluating different fertility options with unexpected challenges of perimenopause

Emotional

Feeling less lonely during the fertility journey while juggling work and family life

Social

Connecting with a community of mothers with similar experiences

Example JTBD-driven product features with AI transparency

Product features	AI transparency	Functional	Emotional	Social
Research content both accessible and actionable	Content generated with science-backed data and research tailored for underserved groups	Understand how hormonal changes can impact mental & physical health	Access science-backed research most relevant & relatable to them	Learn how women similar to them achieve their health goals
Topic or identity based community for connection	Social proof signals for support based on attributes similar to other users	Normalize conversations on menopause & aging	Feel less alone for women without an outlet to share their experiences	Participate in a safe & private space for them to share and learn

07 Key takeaway

The JTBD framework provides an actionable blueprint for designing women-centered AI applications with key considerations on the challenges (trust in AI technology) and benefits (potential to reduce bias) of the use of AI. This approach offers a pathway to design AI applications that help women in menopause transition accomplish their health goals while providing emotional and social support throughout their journey.