Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

HR
Chief executive officer

6. CUSTOMER CONSTRAINTS   `CC`

What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Lack of interest to solve this problem
- Lack of data (sentiment related data, reason to relieve, work culture, work environment, work and salary satisfaction, work life balance etc...) for analysis

5. AVAILABLE SOLUTIONS   `AS`

Which solutions are available to the customers when they face the problem

or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- They moved on and just invested more money and time in talent acquisition.

- Using this solution the HR department can know immediately if there is a change in attrition trend and let them take sufficient action to counter the problem. And improve retention rate in the company.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Creating a dashboard to visualize certain factors that add up to the cause of attrition which include (sentiment related data, reason to relieve, work culture, work environment, work and salary satisfaction, work life balance etc...)

9. PROBLEM ROOT CAUSE   `RC`

What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.

- Competitive salary hike in competitive companies, better work culture and work life balance in competitive companies, Uncertain environment, bad learning curve would all be accounted for as root causes.

7. BEHAVIOUR   `BE`

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- Monthly surveys will be rolled out to employers containing questions about their satisfaction in the company.
- Collect and save the data in a database for analysis.
- It's better to know about the insights provided by other companies and also to know what perks they are offering their employees for a better retention.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Hiring employees again and again back to back because of high attrition rate causes huge loss for the company and time consumption leading to the finding of a solution will be considered one of many triggers for the company.

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before:
Companies where unaware of the attrition factors and thus ultimately leading to loss in their budget

After:
Companies are now able to find the reason for the cause of attrition through better data collection parameters, Analysis, Visualization and report generation.

10. YOUR SOLUTION SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Collect & store data of employees (sentiment related data, reason to relieve, work culture, work environment, work and salary satisfaction, work life balance etc…) via forms and polls.

Validate employee status on a regular basis.

Analyze the dataset regularly to keep up with the attrition trend (Uniqueness/ Novelty), Notify HR when attrition sees a significant change.

Visualize the data collected to keep up with the trend with an easy to use, interactive, good looking and easily understandable dashboard.

In general it will work as an employee management website that also takes care of employee attrition analysis and trends for the HR department in a company. Which helps the HR department to improve the retention rate in their company.

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- 8.1 : ONLINE:
  Detailed view about the company and perks they offer and all about the roles available with clear benefits and companies work culture should be clearly portrayed in their website.
- 8.2 : OFFLINE:
  Conducting offline events such as meetups and organizing activities in need to maintain team bonding and develop good employee employer relationships.