Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

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

- Organizations
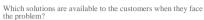- Companies
- HR Department

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.

- Sharing employees' information to a third-party vendors may violate the privacy
- The model may not be helpful to find the solution

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

HRs considers the data of few employees to find the factors of attrition
Pros: Accurate for small population
Cons: Not applicable for huge population

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.

We address the problems of employee attrition in organizations, and analyze the factors causing it

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

- Financial loss of the organization
- Unsatisfactory employee conditions

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)

- Focus on employees' needs
- Recognize their achievements
- Offer good compensation

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.

When an organization faces huge loss due to attrition, then it triggers the company to use this model

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.

Unable to manage, confused, stressed
>> clear, retain the skillful employees

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.

Our current solution uses machine learning algorithm to analyze the factors of attrition.

Since the model considers the whole dataset of the employees, it produces more accuracy.

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.

Online: Use the analytics tool to understand the employees' needs

Offline: Have a face-to-face discussion with the employees