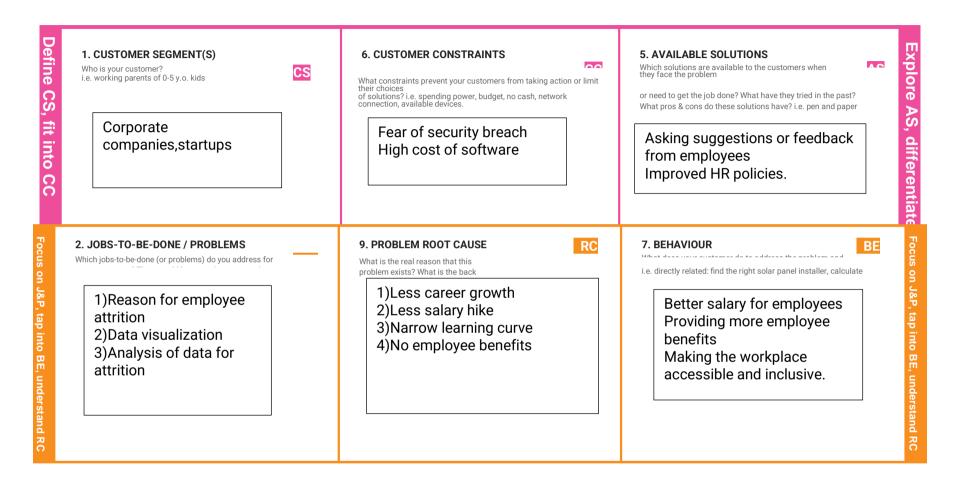
Project Title: Corporate Employee Attrition Analytics



3. TRIGGERS

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

Better performance of other companies, loss of talented folks

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:

Confused, unmotivated, less productive AFTER:

Secure, more productive, happy

10. YOUR SOLUTION

TR

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 data about employees and visualise and analyse the data as to why the attrition is happening

8. CHANNELS of BEHAVIOUR



8.1 ONLINE

SL

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.

1)ONLINE

Provide various benefits like work from home to employees. 2)OFFLINE

Makes the working space to be employee friendly.

