

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> Who is your customer? i.e. working parents of 0-5 y.o. kids <div>Corporate companies, startups</div>	<b>6. CUSTOMER CONSTRAINTS</b> 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. <div>Fear of security breach High cost of software</div>	<b>5. AVAILABLE SOLUTIONS</b> 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 <div>Asking suggestions or feedback from employees Improved HR policies.</div>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> Which jobs-to-be-done (or problems) do you address for <div>1)Reason for employee attrition 2)Data visualization 3)Analysis of data for attrition</div>	<b>9. PROBLEM ROOT CAUSE</b> What is the real reason that this problem exists? What is the back <div>1)Less career growth 2)Less salary hike 3)Narrow learning curve 4)No employee benefits</div>	<b>7. BEHAVIOUR</b> What does your customer do to address the problem and i.e. directly related: find the right solar panel installer, calculate <div>Better salary for employees Providing more employee benefits Making the workplace accessible and inclusive.</div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

<div><div><div><div><div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div><div>Better performance of other companies,loss of talented folks</div></div></div></div></div><div><div><div>4. EMOTIONS: BEFORE / AFTER</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control – use it in your communication strategy &amp; design.</div><div><div>BEFORE: Confused, unmotivated, less productive AFTER: Secure, more productive, happy</div></div></div></div></div><div><div><div>10. YOUR SOLUTION</div><div>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.</div><div><div>Collect data about employees and visualise and analyse the data as to why the attrition is happening</div></div></div></div><div><div><div>8. CHANNELS of BEHAVIOUR</div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div><div>1)ONLINE</div><div>Provide various benefits like work from home to employees.</div><div>2)OFFLINE</div><div>Makes the working space to be employee friendly.</div></div></div></div></div></div>
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