fit into

O

1. CUSTOMER SEGMENT(S)

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



Employees are the customer here.

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their

of solutions? i.e. spending power, budget, no cash, network connection,

Constraints of the employee is that their job security and their relations.

5. AVAILABLE SOLUTIONS

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

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Best team building according to personality and skills is the best alternative for random team building. And right people should be hired for the

2. JOBS-TO-BE-DONE / PROBLEMS



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

Customers i.e., Employees main problem is their working teams, in an corporate an employee is sustained and developed only in the team and flexibility is an another problem for the employee.

9. PROBLEM ROOT CAUSE



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.

The real reason about the problem is that in most of the times the organization does not see from the perspective of the employee, so that it creates the problem.

7. BEHAVIOUR



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)

Talk to the HR about their problem and the organization will help in solving the problem of the employee.

What triggers customers to act?

Inequality makes employee trigger and also the colleagues working with them, who are not fit for their role.

4. EMOTIONS: BEFORE / AFTER



How do customers feel when they face a problem or a job and afterwards?

Employees feel insecure and not in the environment of working when they face a problem and afterwards if employee discusses with the organization i.e., HR, may solve the problem of the employee.

10. YOUR SOLUTION

that, analyzing the

goal setting and

Solution to this problem is

workforce, building teams

according to personalities,

engagement, learning and

the right people and offer

flexibility to the employees.

training metrics, hire and fire



8. CHANNELS of BEHAVIOUR



8.1 **ONLINE**

What kind of actions do customers take online?

Through online mode, an employee can mail to the HR about the problem he/she is facing in the organization.

8.2 **OFFLINE**

What kind of actions do customers take offline?

In offline mode, the employee can directly talk to the HR or the organization head about their problem and can be solved accordingly.