



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.

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

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.

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

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.

Solution to this problem is that, analyzing the workforce, building teams according to personalities, goal setting and engagement, learning and training metrics, hire and fire the right people and offer flexibility to the employees.

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 :

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

OFFLINE :

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