**Project Title:** Corporate Employee Attrition Analytics **Project Design Phase-I** - **Solution Fit Team ID:** PNT2022TMID13577

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

Be

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

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

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.ooo

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

i.e. working parents of 0-5 y.o. kids

**Explore AS, differentiate**

**Define CS, fit into CC**

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

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

Employees are the customer here.

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)

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**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.

**J&P**

**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.

**Focus on J&P, tap into BE, understand RC**

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

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.

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.

**Identify strong TR & EM**

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| **Identify strong TR & EM**  **Identify strong TR & EM** | **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. | **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. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **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. |  |
| **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. |