

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Thamur is a 35 year married man who works as a IT manager in a company. He has 2 kids one is a daughter of 6year old and another is a son of 8 years old	6. CUSTOMER CONSTRAINTS CS For Thamur, the main problem is because of shortage of cash, he is unable to run his own business. Due to this, he is forced to work on different company to suit his career and to run his family.	5. AVAILABLE SOLUTIONS AS Before resigning from the current job, Thamur has to make every paperwork required and keep it upto date so that he have lesser problems to deal with. After joining, he should build up his skills	Explore AS, differentia
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS — Thamur is in his mid-30s and recently tried to move to other IT roles. He has to do many documentation regarding his new work by sending CV's, resume etc.	9. PROBLEM ROOT CAUSE RC Thamur had to choose different company over the past few years because of the advancement of technologies and the urge for his role is less demanding in these days. Due to this, he have to work under low income or salary which greatly affects his career.	7. BEHAVIOUR BE Thamur must make sure that he finds a right company that suits his profession and after gathering enough knowledge and resources to either establishes his own company or work hard enough to become a CEO and get settled in.	Focus on J&P, tap into BE, understand RC

<div>3. TRIGGERS</div> <div>After seeing some company reviews on the website, Thamtu decides to apply for a job related to IT sector and gets selected</div> <div>TR</div>	<div>10. YOUR SOLUTION</div> <div>If you want to reduce employee attrition, concentrate on employee engagement through meaningful work, goal-setting, and communication of worth. Respect and recognition are helpful too, but not just a pat on the back. Giving folks more responsibility and building their skill sets works even better.</div> <div>SL</div>	<div>8.CHANNELS of BEHAVIOUR</div> <div>Thamtu's role is to produce personal consumer electronics products that consumers will like and to create demand through national advertising. Best Buy's role is to display these products in convenient locations, to answer buyers' questions, and to close sales. The channel will be most effective when each member is assigned the tasks it can do best</div> <div>CH</div>
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>Before applying for the job, Thamtu was working in a different IT company where he felt less salary in his job. After selected on that job, he felt a little nervous and panicking</div> <div>EM</div>		