 

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

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

**CS**

**5. AVAILABLE SOLUTIONS**

**AS**

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

**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.

**J&P**

Explore AS, differentiate

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

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Deﬁne CS, ﬁt into CC

* **Unstructured data which can’t be used for analysis**
* **Lack of communication**

**6. CUSTOMER CONSTRAINTS**

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.

**CC**

* **It provides real-time analysis of employee**
* **Unstructured data which can’t be used for analysis.**
* **Lack of communication.**
* HRM
* Talent Acquisition Team
* Outsourcing
* Consultants

**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.

**RC**

**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)

**BE**

* **Hiring wrong candidates**
* **Difficult work life balance**
* **No scope of growth**
* **Maintain good relationship with employees**
* **Periodical incentives**
* **Giving promotions**
* **Hiring wrong candidates**
* **Difficult work life balance.**
* **No scope of growth**
* **Analyze employee**
* **Increasing employee satisfaction**
* **Develop solution to identify factors responsible for employees attrition**

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| --- | --- | --- | --- | --- |
|  | **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. | **10. YOUR SOLUTION SL**  What kind of solution suits Customer scenario the best?  Adjust your solution to ﬁt Customer behaviour, use Triggers, Channels & Emotions for marketing and communication. | **8.1 ONLINE CHANNELS CH**  What kind of actions do customers take online? Extract online channels from box #7 Behaviour |  |
| **Deﬁne CS, ﬁt into CL** | * **Economic Recession** * **Lack of skills** * **Other employees getting better salary.** | * **Finding root factors which leads to attrition of employees using given dataset and survey to find the factors responsible**   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. | * **Employees do work from home until they get a satisfied jobs** | **Explore AS, differentiate** |
| **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. | **8.2 OFFLINE CHANNELS CH**  What kind of actions do customers take ofﬂine?  Extract ofﬂine channels from box #7 Behaviour and use them for customer development. |
| **Before**   * **Insecured**   **After**   * **Satisfied** | * **Employees will work on their skillset for the satisfied job position** |

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