

Define CS, fit into CC

CS

1. CUSTOMER SEGMENT(S)

Barry is a 35 year married man who works as a IT manager in a company. He has 2 kids one is a son of 6year old and another is a daughter of 8 years old

CC

6. CUSTOMER CONSTRAINTS

For Barry, 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.

AS

5. AVAILABLE SOLUTIONS

Before resigning from the current job, Barry 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, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

Barry 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.,

RC

9. PROBLEM ROOT CAUSE

Barry 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 affectshis career.

BE

7. BEHAVIOUR

Barry 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

Identify strong TR & EM	<p>3. TRIGGERS TR</p> <p>After seeing some company reviews on the website, Barry decides to apply for a job related to IT sector and gets selected</p>	<p>10. YOUR SOLUTION SL</p> <p>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.</p>	<p>8. CHANNELS OF BEHAVIOUR CH</p> <p>Barry'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.</p>	Identify Strong TR &
	<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>Before applying for the job, Barry 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.</p>			