

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

- Store managers in need to keep their profits stable
- Inventory control specialists who want to know the correct inventory count
- Loyal customers

6. CUSTOMER CONSTRAINTS

CC

- Insufficient capital
- Lack of awareness in technology
- Customers increasing demands
- Tracking of product inventory

5. AVAILABLE SOLUTIONS

AS

- Automatically updating the stocks.
- Sudden changes in demands can be sorted out with visualization techniques
- Customers assign a managing assistant to overview the stock.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Periodic changes according to season should be made
- Locating the Warehouse correctly
- Spoiled goods should be disposed regularly.
- Communication between the seller and customer should be clear.

9. PROBLEM ROOT CAUSE

RC

- Unavailability of stock.
- Government rules and regulations.
- Demand Forecasting.
- New store owners find it difficult to adapt to new technology
- Insufficient and improper stock maintenance

7. BEHAVIOUR

BE

- Always looking for products which are on sale.
- Habitual buying behavior.
- Demanding products which are not in stock.

Identify strong J&P, RC, BE, understand EM

Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> • Immense wastage of products due to less sales. • Lack of inventory at the time of peak demand • Fear of missing out the products which are on offers. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> • Analyzing the current market trends, demands and providing it. • Centralized record of all the products. • Combining sales data with inventory data to simplify reporting. • Keeping track of stock locations. • Always having a backup plan for storing the stocks which can be helpful in an emergency. • Reducing overstocking of products. 	8. CHANNELS of BEHAVIOUR CH <p><u>ONLINE:</u></p> <ul style="list-style-type: none"> • Mailing • Contacting customer service • Advertisements such as “Free Shipping”, “Return Policy”, etc. • Tracking <p><u>OFFLINE:</u></p> <ul style="list-style-type: none"> • Gaining loyal customers through offering credit points. • Arranging the most demanded products in the store’s first few racks. 	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <p>Before: Frustration, Demotivation, Confusion, Helplessness</p> <p>After: Sense of thrill, Sense of Freedom, Satisfaction</p>			