Problem Design Phase-I Problem Solution fit

* Retailers
* Business People
* Wholesalers

**CS**

**1. CUSTOMER SEGMENT(S)**



Cons:

1. Time consuming
2. Need to invest in our inventory
3. Need space for our products
4. Inventory becomes outdated

Pros:

1. Provide better customer service
2. Increase saving
3. Manage many stock
4. Entice More Customer

**5. AVAILABLE**

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

* Software with no real-time synchronization results in discrepancies.
* Need to track obsolete stocks.
* Minimize shrinkage.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you



* Keep track of our inventory and offers a centrailized view of stock
* Improves our delivery by managing stock-outs and meeting customer expectations
* Reduces the time for managing inventory by keeping records in place

**B**

What does your customer do to address the problem and getthe 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)

Focus on J&P, tap into BE, understand

Explore AS,

Focus on J&P, tap into BE, understand

Deﬁne CS, ﬁt into

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| --- | --- |
| **Date** | 28 OCT 2022 |
| **Team ID** | PNT2022TMID17615 |
| **Project Name** | Inventory Management System for Retailers |
| **Maximum Marks** | 4 Marks |



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.

* Network connections
* Smart phones
* Inconsistent Tracking
* Warehouse Efficiency
* Changing demand
* Problem Stock



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.

* Forecasting error
* Bulk purchase
* Data entry error
* Communication gap
* Wrong material

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| --- | --- | --- | --- | --- | --- |
|  | **3. TRIGGERS**  What triggers customers to act? i.e. seeing their neighbour stallingsolar 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 |  |
|  |  |  |  |  |  |
|  | * Establishing a system that focuses more on types of products that sell quickly. * Get flexible with your SKU. | * Stock Auditing * Demand Forecasting * Go paperless * Measure Service levels * Preventive control |  | The amount of inventory that is in the  process of being made available for delivery to the end customer. |  |
| **Deﬁne CS, ﬁt into CL** |  |  |  | **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   * Fear * Stress After * Accept regulate * Express emotion |  |  | * Synchronization across sales channels * Product listing * Comprehensive reporting * Integrates with other software |  |