Project Title: Retail Store Stock Inventory Analytics

Project Design Phase-I - Solution Fit Template

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

> The customer here is "Fruits Shop Owner"

6. CUSTOMER CONSTRAINTS `CC`

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.

> Spending power, No cash in pocket, Risk factor to an extent

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

> *The sudden changes in demand which is directly proportional to the price surge which can be identified before hand and stocked accordingly
> *He/ she tried to predict the surges and drops according to what they only have experienced

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

> *Periodic changes according to changes
> *Daily transportation costs
> *Locating the warehouse for restocking
> *Short life of fresh fruits
> *Sudden surge in the prices based on demand

9. PROBLEM ROOT CAUSE `RC`

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.

> *People think that managing the inventory through digital form is difficult and managing the software is too expensive
> *People have kept a mindset that increase/ decrease in

7. BEHAVIOUR `BE`

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).

> *They try the interface for overcoming of the problem but then if they find it complicated they stop using it
> *Indirectly related will be them attending workshops where effective inventory management technique will be shared information about

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

Identify strong TR & EM

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.

> *Seeing the immense wastage of fruits due to less sales
> *Reading about innovation ideas on better management on the internet

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.

> *Frustrations, helplessness, demotivated
> *Satisfaction, Confident, Calm state of mind

10. YOUR SOLUTION `SL`

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.

> *Analyzing previous year climatic changes will determine the grocery demand and that will create a good path in investing in right fruits
> *Monitoring and predicting the ups and downs in market in previous year statistics will help us make alternate changes in the fields
> *Always have a plan B for storing the stocks in the warehouse will help us avoid some emergency situations

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

> Online: Advertise with financial influencers to spread awareness and promote it.
>
> Offline: A person who belongs to work should have to make some social contacts in his/her surroundings that will create some trust worthy things in the business

Identify strong TR & EM