Goals and Users

**Goals of the Project:**

**This application is for a Warehouse Inventory App.**

**The overarching purpose of this app is for the tracking of inventory inside a warehouse environment. This will help in fulfilling POs (purchase orders), increasing sales, and saving time. Sales can be increased by first identifying which items are in demand, and this can be done with an inventory app by noting which items have the fastest turnover in the database. After the hot and cold selling items in the warehouse are identified, a marketing department can adjust the advertising budget based on the demand for their items in stock, which will increase their ROI for their marketing budget. Another purpose the inventory app will serve is access to real time inventory data and provide notifications when items need to be reordered.**

**The major components in the app that will be needed include** a database with tables for the inventory items and usernames and passwords. The inventory database will need to include where the item is located, such as in the warehouse, in receiving, or being processed for order fulfillment. Access to this data should be secured with a login page requiring a username and password, or registration. The layout for the data should be easy to understand for a non-technical person, layout using a grid system, and have the ability to display inventory descriptions, quantities, and locations. The inventory database should be easily updatable when adding new items or changing quantities. Also, a notification to a purchasing manager will happen when an inventory item has reached zero.

## **App’s Competition:**

**Some competitors in the market of warehouse inventory apps include Sortly, BoxHero, Stock and Inventory Simple, and Inventory Stock Tracker by Zoho Corporation. All of these apps have intuitive UIs, attention getting graphs for displaying inventory turnover, and inventory pages that include images of the items, a description, quantity in stock, location in the warehouse, and buttons that can manipulate inventory levels and navigate the app.**

## **Potential Users of the Application:**

Potential user types for the warehouse inventory app include warehouse workers, the purchasing managers, and the sales agents. The workers in shipping and receiving need to cross-reference receiving purchase orders, shipment invoices, or bills of lading with the actual counts of items received in daily shipments. The Purchasing Managers need the inventory app so they can track which items are having fast and slow turnover, and which items need to be reordered ASAP, due to low or empty inventory levels. The Sales Agent needs access to inventory levels so they know how many items they can sell to a potential client. The Sales Agent has to communicate that they just sold so many items from current inventory, so the purchasing managers are not caught off guard with low inventories. The users of the inventory app will be able to see all inventory in demand, being fulfilled, and in supply. This means more productivity.