

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Retailers who struggle to maintain and manipulate the inventory to avoid unavailability of stocks in their store. 	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL <ul style="list-style-type: none"> Avoid the overflow of product. Avoid the out of stock situation. Maintain the records of stock product. Able to forecast on track trends. 	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS <ul style="list-style-type: none"> To maintain the records of stock product Increase the man power or employees Alarm system to give alert message about the inventory or stock of the product to retailers. 	Explore AS, differentiate
	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR <ul style="list-style-type: none"> Lack of knowledge among retailers about management of retail shop. Improper importing of products. Lack of knowledge to behave with customer. To selling a expired products. Improper maintenance of products 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Due to import the product improperly. Due to overflow the product (i.e) available of same product. Due to illegal activities or theft the product 	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE <ul style="list-style-type: none"> Ask suggestion from surrounding retailers and implement the recent technologies for inventory management. Consumers more time for checking the stock of product. Searching for an alternative solutions for existing solution. 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Hearing about innovative technologies and effective solutions. By seeing surrounding retailers who already using the application to manage the inventory. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Creating a software for managing the inventory by using cloud database. Information about stock of product should be stored in the cloud database Database is connected to retail shop owner's device An alert message will be set to the shop owners device through Email , when the stock of the product is about to end or empty. 	8. CHANNELS of BEHAVIOR CH <p>ONLINE</p> <ul style="list-style-type: none"> Using different platform/social media to describe working and uses of inventory management system. 	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM <ul style="list-style-type: none"> Mental frustration due to insufficient of product. Follow the techniques to prevent the out of stock product and manage the customer. 		<p>OFFLINE</p> <ul style="list-style-type: none"> Establishing the awareness among retailers about the application or software of the device. 	