

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

A Retailer who wants to manage stocks

6. CUSTOMER CONSTRAINTS

CC

1. Proper technical knowledge
2. Availability of proper device to access the software
3. Proper network connection needed.

5. AVAILABLE SOLUTIONS

AS

1. managing stocks using software is an alternative to using physical manner.
2. E-invoice can be an alternative to printed invoice

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

1. To meet customer demand without running out of stock or carrying excess supply.
2. To track stocks with better insights
3. To generate the invoice of the stock to customers

9. PROBLEM ROOT CAUSE

RC

Consumption of time is high with manual methods and the probability of error is also high.

Damage of the physical records

7. BEHAVIOUR

BE

1. Discuss with their friends about proper software.
2. Asking to customers about new ideas

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

Identify strong TR & EM

3. TRIGGERS

TR

1. To keep up with the digital world
2. To handle customers in a swift manner.

4. EMOTIONS: BEFORE / AFTER

EM

Before:

They feel tedious when customers ask for invoice, which will be done manually.

After:

They feel relieved since generating invoice will be easy.

10. YOUR SOLUTION

SL

The application that provides real time inventory management that tracks stocks and alerts the user about the availability of the stocks

8. CHANNELS of BEHAVIOUR

CH

online: Access to the software from anywhere and anytime.

offline: intimating the user with short messaging service.

Identify strong TR & EM