Problem Solution Fit

1. CUSTOMER SEGMENT(S) — CS

Define CS, fit into CL

Retailers generally keep track of their merchandise from the time it is bought until it is sold.

6. CUSTOMER LIMITATIONS — EG. BUDGET, DEVICES — CL

- Openness to availability
- Network Restrictions
- Changing the cost of commodities
- Delays in delivery

5. AVAILABLE SOLUTIONS — PLUSES & MINUSES — AS

Explore AS, differentiate

- Manually counting and tallying items
- Mangement of log books in standard way
- Hiring employees and accountants to maintain stock

2. PROBLEMS / PAINS + ITS FREQUENCY — PR

Focus on PR, tap into BE, understand RC

- Avoid overstocking of products
- To notify the retailers about the items that are out of stock
- Poor demand forecasting

9. PROBLEM ROOT / CAUSE — RC

- Manual work consumes time and it is error prone
- Not much organised

7. BEHAVIOR + ITS INTENSITY — BE

Focus on PR, tap into BE, understand RC

- Enquire the retailers in the neighbourhood
- Get reference from customers who visit their shop

3. TRIGGERS TO ACT — TR

Identify strong TR & EM

- Need separate knowledge for maintenance
- Maintaining large number of records by single individual

4. EMOTIONS BEFORE / AFTER — EM

- Before: Frustrated, worried, lack of knowledge about stocks
- After: Happy, profitable, flexible working

10. YOUR SOLUTION — SL

Development of an cloud application that "Tracks real-time inventory such as purchase details, sales information and stock management" and "alters the user on less availability of stocks

8. CHANNELS of BEHAVIOR — CH

Extract online & offline CH of BE

ONLINE

Immediate accessibility irrespective of place and time

OFFLINE

SMS notifications for inventory