

Problem-Solution fit

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none">* the process of separating customers into groups on the basis of their shared behavior or other attributes.* The groups should be homogeneous within themselves and should also be heterogeneous to each other.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><ul style="list-style-type: none">* Data Storage* Order management* Faster accessibility</div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none">* Rodrigo Arcentales Carrion University of Cuenca Early 2021* Hooro enables Retail Shelf Analytics (2017)</div>	Explore AS, differentiate	
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><ul style="list-style-type: none">* Inefficient Warehouse Management* Unclear Communication* Inadequate Access* Overselling Spoiled Goods</div>	<div>9. PROBLEM ROOT/ CAUSE<div>RC</div><ul style="list-style-type: none">* Transparency* Stock Auditing* Demand Forecasting* Go paperless* centralised monitoring</div>	<div>7. BEHAVIOUR<div>BE</div><ul style="list-style-type: none">* • Habitual buying behaviour* Variety-seeking behaviour* Dissonance-reducing buying behaviour* Complex buying behaviour</div>		Focus on J&P, tap into
	Focus on J&P, tap into		C		
Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><ul style="list-style-type: none">* Inventory Loss* Spoiled goods* Poor production plans</div>	<div>10. YOUR SOLUTION<div>SL</div><ul style="list-style-type: none">* Turn “out of stock” into “in stock”* Placing order automatically via mail* Avoiding lost inventory* Display the no of Results UP Front</div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE<ul style="list-style-type: none">* improved judgement* Improved commercial discussions* Stock control results in significant cost reductions</div><div>8.2 OFFLINE<ul style="list-style-type: none">* managing orders* stock-level conditions</div></div>	Extract online & offline CH of BE	
	<div>4. EMOTIONS<div>EM</div><div>Before:<ul style="list-style-type: none">*Stressful*Uncomfortable doing it manualAfter:<ul style="list-style-type: none">*Relieved*Comfortable with the software</div></div>				