

Problem-Solution fit canvas 2.0

Purpose / Vision: To help the retailers to have a track on their stock availability.

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Our Proposed Model targets retailers to have a track on their stock availability and keeps them updated	6. CUSTOMER CC <ul style="list-style-type: none"> Cost of the Product Delivery cost Delay of the delivery 	5. AVAILABLE SOLUTIONS AS Returning the product if it does not satisfy the expectations. Immediate replacing of the product if it is found to be defective	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Maintain the stock properly and do not let it become an old stock Forecasting or predicting the prices in the market 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Scaling of the websites Customer dissatisfaction Making profitable deals 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Should be easy for the customers to approach Customer service comes first 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> High prices of the stock Lack of customer service 	10. YOUR SOLUTION SL The Application will notify the user when a stock is about to complete. Our web application will monitor user's stock by tracking the received SMS's from the user's mobile.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Use websites to gather information on how to use it. 8.2 OFFLINE Check regularly and intimate the retailer.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Before: tired, fear, forgetful After: Stress free, confident, relief			