Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Customers are the retailers, who expects a technical shift for managing their firm's inventory(goods and products) online.

Retailers who want to substitute a software system to perform tedious tracking of stock - right amount of stock at right time and right place.

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Most of the elite Inventory Management software are suitable for large scale firms.

Devices through which the application can be accessed might be limited

Firms opt to pick a software that send timely notifications when required.

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Desktop/ Web application (cloud based) that runs on PCs and handheld devices.

Manual management might cause inconsistent quantity of stocks during concurrent transactions.

Instead of appointing highly skillful human workforce that operates 24x7, a fair investment can be made on the software solution.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

To manage retailer's inventory such that the firm meets customer demands without running out of stock or carrying excess supply.

This cloud application ensures timely service (high availability of products) that improves customer satisfaction.

It also cuts off unwanted capital loss for retailers due to excessive dead (about to expire) products

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Retails have to do this to get increased profit and stay alongside with their competitors.

Products should be sold optimally.

Firms have to reduce capital loss on unsold products.

To reduce the work load of retailers.

Quick real time updations on the quantity of products.

Without proper analysis, wastage of heaped up goods occur.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

The retailers aims to find a right software solution that is cost effective and highly profitable.

Calculate the usage and benefits of using the Inventory management tool.

Measure the level of customer satisfaction provided by the software.

FIFO approach to ensure proper transaction of goods.

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

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Not to miss right opportunities for sale due to inconsistent updation of stock's quantity.
To reduce wastage of products that are less likely to be sold - Maintain them in less quantities.

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Reduction in profit - due to excessive/insufficient quantity of products.
This application helps in observing sales pattern and put the right quantity of products in stock.

10. YOUR SOLUTION — SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Design a Flask based Inventory Management system for retailers.
Maintain user data and their purchasing trends to maintain right quantity of stocks at right time.
Enable the functionality of sending email notifications to retailers if there is no stock found in their accounts, so that they can order new stock.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Find a suitable software application online, that tracks the incoming and outgoing goods, maintains historical data and identifies the future requirement.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Maintain a skillful team, that ensures synchronized updation of available quantity of stocks and manually reorder them, depending on their statistical and analytical knowledge.

Extract online & offline CH of BE

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