# **Project Design Phase-I**

# **Problem – Solution Fit**

Date	8 November 2022
Team Id	PNT2022TMID07611
Project Name	Inventory management system
Maximum marks	2 Marks

# **Problem – Solution Fit Template:**

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

# **Purpose**:

$oldsymbol{\square}$ Solve complex problems in a way that fits the state of your customers.
$\square$ succeed faster and increase your solution adoption by tapping into existing mediums and channels of behaviour.
lacktriangle Sharpen your communication and marketing strategy with the right triggers and messaging.
☐ Increase touch-points with your company by finding the right problem-behaviour fit and building trust by solving frequent annoyances, or urgent or costly problems.

☐ Understand the existing situation in order to improve it for your target group

### 1. CUSTOMER SEGMENT(S)

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



Our Proposed Model targets retailers to have a track on their stock availability.

#### 6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit

of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Do not have enough knowledge of the available and upcoming demands of the stocks. More over existing solutions are not so far good for small retailers and are complex to use.

#### 5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem



- Manual inventory tracking
- Slower order processing, higher labor costs and larger inventory write-offs at the end of the year small mistakes can amount to a big profit-loss.

**Explore** AS differentiate

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## 2. JOBS-TO-BE-DONE / PROBLEMS

The problem faced by the retailers is that they do not have any system to record and keep their inventory data. It is difficult for the owner to record the inventory data quickly and safely because they only keep it in the logbook and not properly organized

#### 9. PROBLEM ROOT CAUSE

What is the real reason that this

Most of the retailers buy stocks which cannot be kept in account or tracked since it consumes time and the stock count is more in number.

#### 7. BEHAVIOUR

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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

- Track the incoming and outgoing of
- Update information onto cloud frequently
- Know the market trends and adapt accordingly
- Manage the inventory efficiently

#### 3. TRIGGERS

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

- Increasing customer demand
- Market competition
- Insufficient Order Management

### 4. EMOTIONS: BEFORE / AFTER

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.

### Before:

tired, fear, forgetful

### After:

Stress free, confident, relief

# 10. YOUR SOLUTION

We aim to design an Inventory Management system which is used to manage the inventory details and aims to save for the future investments. User can track the stocks sold and yet to be sold and can visualize it. The Application will notify the user when a stock is about to complete.

# 8. CHANNELS of BEHAVIOUR

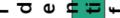
Alerting the particular person about the stocks limits, either full or empty or even about the reach of a particular limit. Updating of flowing of the stocks regularly 8.2 OFFLINE

Manual Checking.

Stock Distribution among the Inventory









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