

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS <p>Retailers</p>	6. CUSTOMER LIMITATIONS CC <p>Available devices Network Connection</p>	5. AVAILABLE SOLUTIONS AS <p>Manually counting and tallying items Maintaining Account registers and Excel workbooks</p>	Explore AS,
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS PR <p>To add, delete and update the inventory. To notify the retailers about the items which are out of stock.</p>	9. PROBLEM ROOT / CAUSE RC <p>Manual work consumes time and it is error prone. Not much organized</p>	7. BEHAVIOUR BE <p>Enquire the retailers in the neighborhood Get reference from customers who visit their shop</p>	Focus on J&P, tap into BE, understand
Identify strong TR & EM	3. TRIGGERS TO ACT TR <p>Monotonous and error prone</p> <hr/> 4. EMOTIONS: BEFORE / AFTER EM <p>Before: Frustrated, Breaking Head After: Stress free,in control</p>	10. YOUR SOLUTION SL <p>A web application to manage stocks using database. It allows the retailers to add new stocks, update stocks and view the existing stocks.</p> <p>If the stock falls below a certain threshold value, the system sends an email to the retailer using SendGrid</p>	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE Immediate accessibilty irrespective of place and time.</p> <hr/> <p>8.2 OFFLINE Access of previously downloaded information.</p>	Extract online & offline CH of BE