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|------------------------|--|--|---|---------------------------|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids | 6. CUSTOMER CONSTRAINTS 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. | 5. AVAILABLE SOLUTIONS 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 | Explore AS, differentiate |
| | The customers of this project are retailers who would like to have their inventory managed automatically | | | |

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| Focus on J&P, tap into BE, understand RC | 2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. | 9. PROBLEM ROOT CAUSE 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. | 7. BEHAVIOUR 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) | Focus on J&P, tap into BE, understand RC |
| | Alerting the retailer via email when there is out of stock to meet the customer demands Providing cost - effective scalable management of stocks with less maintainance | | | |

3. TRIGGERS

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

- Seeing other retailers move to a more efficient solution
- Learning that softwares are more economical and scalable than managing manually

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.

Before :

- Retailers might be frustrated that the existing manual method incurs more cost in terms of time and effort and also worried the human prone errors
- Retailers might not be able to completely focus on the business growth

After :

- Retailers need no staff for stock management which saves money and thus makes them happy
- No human prone errors and retailers alerted where is there is out of stock making them focus on the main business functions and thus making retailers more confident about the success of their business

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.

- A cloud hoster inventory management system which is highly scalable and can be accessed by the retailers to manage their stock effectively
- Retailers need to create an account in the system and then can login to update their inventory details.
- Also users will be able to add new stock by submitting essential details related to the stock.
- They can view details of the current inventory. The System will automatically send an email alert to the retailers if there is no stock found in their accounts. So that they can order new stock.

8. CHANNELS of BEHAVIOUR

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8.1 ONLINE

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

- To manage the stocks,retailers can hire staff by using the social media for advertising
- Can search for effective ideas/techniques to manage the stocks and to reduce human error in management

8.2 OFFLINE

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

- Can hire more staff by using posters for advertising
- Can get help from other retailers nearby to effectively manage more stocks without incurring much cost and maintainance