

## 1. CUSTOMER SEGMENT(S)

CS

- First Time Purchasers.
- Loyal Customers.
- Customers who are trying to buy higher/lower than the average value.

## 6. CUSTOMER CONSTRAINTS

CC

- Tracking of products.
- Customers usually expect faster accessibility to products.
- Budget Constraints.
- Customer Service.

## 5. AVAILABLE SOLUTIONS

AS

- Automatically updating the stocks.
- Sudden changes in demands can be sorted out with visualization techniques
- With the help of necessary tools, a smooth buying experience can be created.

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

J&amp;P

- A secure payment should be implemented for the customers.
- A user friendly interface for clear visualization of products.
- Grant of credit points.
- Spoiled goods should be disposed regularly.
- Communication between the seller and customer should be clear.

## 9. PROBLEM ROOT CAUSE

RC

- Unavailability of stock.
- Government rules and regulations.
- Quite hard to follow the "Go Paperless" rule.
- Demand Forecasting.
- Centralized Tracking.
- Since everything is digital, new store owners find it difficult to adapt to it.

## 7. BEHAVIOUR

BE

- Variety – Seeking behavior
- Always looking for products which are on sale.
- Habitual – Buying behavior.
- Demanding products which are not in stock.

Identify strong TR & EM	<p>3. TRIGGERS <span>TR</span></p> <ul style="list-style-type: none"> <li>• Fear of missing out the products which are on offers.</li> <li>• Seeing their friends/others buying quality products for a reasonable price.</li> </ul>	<p>10. YOUR SOLUTION <span>SL</span></p> <ul style="list-style-type: none"> <li>• Analyzing the current market trends, demands and providing it.</li> <li>• Centralized record of all the products.</li> <li>• Combining sales data with inventory data to simplify reporting.</li> <li>• Keeping track of stock locations.</li> <li>• Always having a backup plan for storing the stocks which can be helpful in an emergency.</li> <li>• Reducing overstocking of products.</li> </ul>	<p>• CHANNELS of BEHAVIOUR <span>CH</span></p> <p>ONLINE</p> <ul style="list-style-type: none"> <li>• Mailing</li> <li>• Contacting customer service</li> <li>• Advertisements such as “Free Shipping”, “Return Policy”, etc.</li> <li>• Tracking</li> </ul> <p>OFFLINE</p> <ul style="list-style-type: none"> <li>• Gaining loyal customers through offering credit points.</li> <li>• Arranging the most demanded products in the store’s first few racks.</li> </ul>	Identify strong TR & EM
	<p>4. EMOTIONS: BEFORE / AFTER <span>EM</span></p> <p><b>BEFORE :</b> Frustration, demotivated and not satisfied with the product.</p> <p><b>AFTER :</b> Satisfaction, happy and making more orders frequently.</p>			