

Project Title: Retail Store Stock Inventory Analytics

Project Design Phase-I - Solution Fit Template

Team ID: PNT2022TMID05742

1. CUSTOMER

SEGMENT(S)

Who is your customer?

i.e. working parents of 0-5 y.o. kids

Customer Segmentation is when retailers arrange their broad customer base into Smaller subgroups – often with the help of a next generation POS system.

Retailers pick and choose relevant groups and add them to their POS database, which continuously updates itself as shoppers make purchases or interact with that store's shopkeepers and customer service professionals.

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.

- Scope
- Cost
- Time
- Quality
- Customer Satisfaction
- Resources.

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 these solutions have? i.e. pen and paper an alternative to digital notetaking

- Go Paperless
- Add Imagery
- Reduce Human error
- Evolving Packaging
- Dashboard Collaboration

J&P s for plore

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address your customers?

There could be more than one;

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 t re

RC

What does your customer do get the job done?

i.e. directly related: find the r calculate usage and benefits;

BE

ex different
sides.

- Spoiled Goods

to address the
problem and

ight solar panel
installer,
indirectly
associated:

- Over Selling
- Insufficient Warehouse Management
- Inadequate Access
- Unclear Communication

change in regulations.

The problem root cause for customers in
Retail Store Stock Inventory Analytics are stuff
kept in incorrect Warehouse , Outdated
materials, Safety stuff and Out of stock.

customers spend free time on volunteering work
(Greenpeace)

- Tollfree number
- Social Media
- Comment Cards
- Mail Survey
- Customer visit
- Focus Groups
- Feedback Cards.



I d e n t i f y s	<div>3. TRIGGERS</div> <div>TR</div> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>Free Fast Delivery</p> <p>Early Exclusive Access to Sales</p> <p>Earn Exchange Coins For Offers</p> <p>Superior Priority to premium Customers.</p>	<div>10. YOUR SOLUTION</div> <div>SL</div> <p>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.</p> <p>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.</p> <ul style="list-style-type: none">• Centralized Tracking• Stock auditing• Plan Demand• Update Platforms • Productivity Tools.	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1 ONLINE</div> <p>What kind of actions do customers take online? Extract online channels from #7</p> <ul style="list-style-type: none">• Tollfree number• Social Media • Comment Cards• Mail Survey. <div>8.2 OFFLINE</div> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <ul style="list-style-type: none">• Customer visit

<div> t r o n g T R & E M </div>	<div> <div> 4. EMOTIONS: BEFORE / AFTER <div>EM</div> </div> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>i.e. lost, insecure > confident, in control - use it in your communication strategy & design. <u>Before:</u></p> <ul style="list-style-type: none"> Nervousness Anxiety <p><u>After:</u></p> <ul style="list-style-type: none"> Insecure Lost Fail to meet commitments Rude Communication of Customer Service Staff. </div>		<div> <div> <div> • Focus Groups • Feedback Cards. </div> </div> </div>
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