

Problem-Solution fit canvas 2.0

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>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.</div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div></div>	Explore AS, differentiate
	<div><div>❖ Customers are retailers, shop owners, business people who are struggling to keep track of their inventory</div><div>❖ Due to their issue, they face many issues like:<div><div>▪ Loss due to dead products in the inventory availability of fast-moving products.</div><div>▪ Unnecessary headache due to improper maintenance of inventory.</div></div></div></div>	<div><div>❖ Since most of the software like these will be a subscription model, the consumer must be paying as they use them. This may be against their budget.</div><div>❖ To use this software the customer must be trained or he must hire a person to do that for him</div><div>❖ To deploy this software the customer must have a powerful device which is compatible with the software.</div></div>	<div><div>❖ Solution: the traditional solution for the inventory management problem is to track the incoming and outgoing goods with a pen and paper</div><div>❖ Pros:<div><div>1. Easy to use</div><div>2. Less cost</div></div></div><div>❖ Cons:<div><div>1. Error rate is high</div><div>2. Manual tracking is tedious work</div></div></div></div>	
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>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.</div></div>	<div><div>7. BEHAVIOUR<div>BE</div></div><div>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)</div></div>	Focus on J&P, tap into BE, understand RC
	<div><div>❖ The objective of the software is to make the inventory tracking easier by automating the inventory. Example the initial stocks information is fed to the software and from there it tracks the details of incoming and outgoing products.</div><div>❖ This can generate automatic alerts/notifications to help the user in their work. Example alert for dead stocks in inventory. Alerts for the goods which is to be refilled, notifications for the user defined conditions like if sales go higher than certain limits etc.,</div><div>❖ Graphical representation of sales is also possible</div></div>	<div><div>❖ The primary reason for this problem to exist is the periodic change in demand of the customers.</div><div>❖ This indirectly affects the inventory as change in customers needs is proportional to the sale of a particular products.</div><div>❖ This keeping track of inventory effectively helps n managing the dead and fast moving products</div></div>	<div><div>❖ The customer must find a effective tracking software.</div><div>❖ He must implement it in this business to streamline his work and make more profit</div><div>❖ He must volunteer himself to learn and to use the software or be ready to hire a person who can do it for him.</div></div>	
Define CS, fit into CL	<div><div>3. TRIGGERS<div>TR</div></div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div>	<div><div>10. YOUR SOLUTION<div>SL</div></div><div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels &amp; Emotions for marketing and communication.</div></div>	<div><div>8.1 ONLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div></div>	Explore AS, differentiate
	<div><div>❖ Understanding the fact that using a software to automate inventory system helps him to make more money and also make their work easier. Also seeing other retailers making more money using this software</div></div>	<div><div>➤ Design a flask based inventory management system application.</div><div>➤ Enable email based alerts for dead and fast moving products using SendGrid framework</div><div>➤ Provide an option for graphical view of sales</div></div>	<div>Online inventory trackers which come for free may steal personal information of users and it may also contains a lot of ads</div>	
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div></div> <div><div>Before: They feel lost due to loses which occur due to improper management of inventory(manual pen and paper tracking)</div><div>After: They feel like success after making increased profits, reducing the mistakes that happen in manual process</div></div>		<div><div>8.2 OFFLINE CHANNELS<div>CH</div></div><div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div></div> <div>Manual logs can be maintained. Employees can be hired to maintain the inventory system logs when the business grows</div>	