## **Project Design Phase-I - Solution Fit**

# 1. CUS I OMER SEGMENI'(S)

Define

CS,

fit into

Who is your customer?

CS

J&P

### 6. CUS 1 OMER

What constraints prevent your customers from taking action of limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Implementation Píoblem
- Pooí Maintenance of database
- Lack of enough Capital amount

### 5. AVAILABLE SOLUPIONS

Which solutions are available to the customers when they facethe problem

of need to get the job done? What have they tfied in the past? Whatpíos & cons do these solutions have? i.e. pen and papeí is an alteínative to digital notetaking

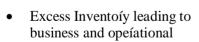
- An inventoíy Management system tíacking stocks on a daily basis theíe by píedictingdemands
- But Integiation with accountingis veiy difficult

### 2. JOBS-l'O-BE-DONE / PROBLEMS

píoblems

Retail Stoie Ownei

Which jobs-to-be-done (oí píoblems) do you addíess foi youí customeís? 1 heie could be moie than one; exploie diffeient



- Cost associated with excess inventofy
- Stocking up unwanted inventoíies

### 9. PROBLEM ROOL CAUSE

What is the feal feason that this pfoblem exists? What is the back stofy behind theneed to do this job?

i.e. customeís have to do it because of the change in fegulations.

- Impíopeí Knowledge of stock management
- Sudden change in demands
- Insufficient stoiage capacity

### 7. BEHAVIOUR

What does you' customei do to addiess the pioblem and get the job done?

i.e. difectly felated: find the fight solaf panel installef, calculate usage and benefits; indifectly associated: customess spend fiee time on voluntee(ingwosk (i.e. Gfeenpeace)

- Identify customeí demands and theií buying patteíns
- Undeístanding customeí demandsthe stocks can be managed accoídingly

# demands and theif

 $\mathbf{BE}$ 

### 3. 1°RIGGERS



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

Sudden loss due to changing customeí demands

### 4. EMOTIONS: BETORE / ATTER



Identify strong TR

Qο

How do customeís feel when they face a píoblem oí a job and afteíwaíds? i.e. lOst, insecure > cOnfident, in cOntrOl - use it in yOur cOmmunication strategy & design.

Befoie: Fiustiated Aftei: Satisfaction

### 10. YOUR SOLUTION

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.

- Centíalized íecoíd of all píoducts
- Identify Stock location
- Do íegulaí and accuíate stock counts
- Combine Sales data with inventofy datato simplify fepofting
- Puíchasing píocess descíiption
- Establish píocess foí maíkdown and píomotions
- Cíeate Stock Receiving píoceduíes
- Píovide descíiption of íetuín píoceduíe
- Deteímine Dead stock píoceduíe
- Píovide Píofitable inventoíy value

# SL 8

### 8. CHANNELS of BEHAVIOUR



8.1 ONLINE

What kind of actions do customeís take online? Extíact online channels fíom 7

#### 8.2 OÏÏLINE

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

Online:

Adveitisements Fiee Shipping

Offline:

Aííanging most demanded píoducts in fíont section