PROJECT DESIGN PHASE-1

PROBLEM SOLUTION FIT

DATE	07 OCTOBER 2022
TEAM ID	PNT2022TMID27832
TEAM LEADER	S.NIKHILESHWARI (311519104040)
TEAM MATES	B.S JAYASREE (311519104025) SARAH RUTH OOMMEN (311519104052) G.SHRAVANI (311519104054)
DOMAIN NAME	RETAIL AND E-COMMERCE
PROJECT NAME	INVENTORY MANAGEMENT SYSTEM FOR RETAILERS

Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS
Who is your customer?

Anyone who wants to use our inventory system especially small and medium scale retailers

6. CUSTOMER — CC
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.

Budget and network connection or technical resources also a lot of manual work

5. AVAILABLE SOLUTIONS — AS
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

Systems that provide real time tracking, features to manage stock, orders, suppliers, customers etc are available many of these aren't integrated as one also these solutions aren't cloud based in addition to this they don't provide proper analytics.

Explore AS,

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Provide customer satisfaction, proper management of stock, order fulfilment, optimum use of resources, tracking of goods, proper analysis and forecasting.

Focus on J&P, tap into BE.

9. PROBLEM ROOT CAUSE — RC
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.

Customers are in need of inventory management for better sales, proper stocking, proper analyses and reports.

7. BEHAVIOUR — BE
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)

Chat with inventory management experts
Talk to other retailers
Manually manage stock and orders
Invest in a bigger team
Regular auditing

Focus on J&P, tap into BE.

3. TRIGGERS — TR
about a more efficient solution in the news.

Increase in sales and revenue of competitors
Advancement in technology
Customer dissatisfaction

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.

Initially they feel confused, insecure and stressed and later confident, relieved and productive

Identify strong TR & EM

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 centralized, cloud based inventory management system that provides features to manage stock, tracks orders, analyses data and generate reports in an automated fashion.

8. CHANNELS of BEHAVIOUR — CH
ONLINE
What kind of actions do customers take online? Extract online channels from #7

Perform robust search, View customer reviews Can view reports, manage stock and orders, view tracking details

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

Chat with customer care through phone, In-store handling of customers queries

Extract online & offline CH of BE

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