

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div><div>➤ Retailors</div><div>➤ Shop owners</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div><div>➤ Customers knowing about the stocks</div><div>➤ Buying more than their needs</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div><div>➤ Internet</div><div>➤ Asset trascking</div><div>➤ Email notifiiction</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div> <div><div>➤ To keep count of the stock details</div><div>➤ To make sure that every products are not low or excess</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div><div>➤ Losing count of stocks</div><div>➤ Not knowing the exact quantities</div><div>➤ Wastage and loss</div></div>	<div>7. BEHAVIOUR<div>BE</div></div> <div><div>➤ Once retailers successfully log in to the application they can update their inventory details, also users will be able to add new stock by submitting essential details related to the stock.</div></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR	<div>3. TRIGGERS<div>TR</div></div> <div><div>➤ Stock counts</div><div>➤ Buying excess products</div></div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div><div>➤ Once retailers successfully log in to the application they can update their inventory details</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 ONLINE<div>➤ Web application</div><div>➤ Online tock count</div><div>8.2 OFFLINE<div>➤ Using notes and ccountings</div></div></div>	Identify strong TR
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div><div>➤ People are not feeling good because of picking and shipping error</div><div>➤ Now they are feeling good</div></div>			

