

Define CS , fit into CC	1 . CUSTOMER SEGMENT(S) CS Retailers, who track their inventory from purchase to the sale of goods.	6 . CUSTOMER CONSTRAINTS CC Network Constraint Transparency of availability Changing of goods prices Delivery delays	5 . AVAILABLE SOLUTION AS Usage of third party inventory websites traditional way of maintaining log books Hiring workers and accountants	Explore AS , differentiate

Focus on J&P , tap into BE , understand CC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Challenges in stock management Avoid overstocking poor demand forecasting	9 . PROBLEM ROOT CAUSE RC Lack of real time managing of stock details	7 . BEHAVIOUR BE Information is crucial for developing and optimizing the application	Focus on J&P , tap into BE , understand CC

Identify strong TR&EM	3. TRIGGERS TR Need separate knowledge for maintenance Maintaining large number of records by a single individual	10.YOUR SOLUTION SL Creating an app that “Tracks all areas of IMS like purchase details , sales details , stock management and notify the user.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE All inventory details available	Extract Online & Offline CH of BE
	4. EMOTIONS:BEFORE/AFTER EM Before - Worried,Frusturated,Lack of knowledge about stocks After - Happy,profitable,Flexible working		8.2 OFFLINE Inventory stocks notified through SMS	