Problem-Solution fit

INVENTORY MANAGEMENT FOR RETAILERS

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) **CS**

Who is your customer?

The main customer of our project is retailers who want to carry out merchandise with sufficient stock in hand which is neither too little nor too much.

6. CUSTOMER CONSTRAINTS **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.

- **Network connection**
- **Inadequate product knowledge**
- **Time consuming**
- **Bulk data transfer**

5. AVAILABLE SOLUTIONS **AS**

Which solutions are available to the customers when they face the problem or need to get the job done?

- **Manual tracking of stock count**
- **Local data storage solutions**
- **Traditional software systems with conventional database architecture**

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

- **Create a platform to track the amount of stock present in inventory at any instant**
- **To add or reduce the number of goods based on purchase and sales**
- **Making inventory management simpler**
- **To refill the stock from convenient seller**

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.

- **Getting accurate stock details**
- **Changing customer demand**
- **Purchasing too much / too less of the wrong inventory**
- **Slow pickup, packaging and shipping of customer orders**

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)

- **Track the flow of products**
- **Calculate costs and benefits**
- **Learn about usage**
- **Frequently update database**

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS **TR**

What triggers customers to act?

- **Increasing customer demand**
- **Market competition**

4. EMOTIONS: BEFORE / AFTER **EM**

How do customers feel when they face a problem and afterwards?

Before	After
More Stress	Less Stress
Excessive Manual work	Relatively less Manual work
Time for stock calculation	Counting is not necessary

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.

To develop an end-to-end web application which in default shows the amount of stock present in the inventory at that time. User can add or reduce goods based on purchase and sales

8. CHANNELS of BEHAVIOUR **CH**

1. ONLINE
What kind of actions do customers take online? Extract online channels from #7

- **Intimating the concerned person when specific stock count reaches minimum**
- **Constant checking and updating of stock quantity**

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

- **Manual checking**
- **Distribution of inventory**

Extract online & offline CH of BE