

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Men
- women
- Third gender persons
- Physical challenge Person
- Business person

CS

6. CUSTOMER CONSTRAINTS

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.

The firm employs a pre order strategy, in which customers place their orders time-based service criteria Average customer waiting time and Individual customer waiting time.

CC

5. AVAILABLE SOLUTIONS

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

- Veeqo. 17 87/100. Inventory Management Software.
- MicroBiz Cloud. 26 86/100. Point of Sale (POS) Software.
- Agiliron. 27 86/100. eCommerce Solutions.

AS

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

The problem faced by the company is they do not have any systematic system to record and keep their inventory data. It is difficult for the admin to record the inventory data quickly and safely because they only keep it in the logbook and not properly organized.

J&P

9. PROBLEM ROOT CAUSE

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.

- Root cause analysis (RCA) is an important step towards defining problems and enabling their resolution. It's important, because in complex systems or scenarios.
- Telecoms inventory management is the heart of root cause analysis.

RC

7. BEHAVIOUR

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)

Accounting Integrations", "Multichannel Inventory Syncing", and "What is your organization's estimated ROI on the product (payback period in months)?" are the top four factors that positively impact user satisfaction for Inventory Control products.

BE

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

Identify strong TR & EM

3. TRIGGERS

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

It tracks inventory from purchase to the sale of goods.

TR

4. EMOTIONS: BEFORE / AFTER

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.

Before using this system, customer feels difficult to calculate and manage the orders. After using this system, customer feel happy and satisfied.

EM

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.

These solutions are often associated with manufacturing, distribution, warehouse management, and supply chain software and can function independently.

SL

8. CHANNELS of BEHAVIOUR

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

It allows retailers to manage their inventory across multiple channel Inventory Syncing.

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

CH

Extract online & offline CH of BE