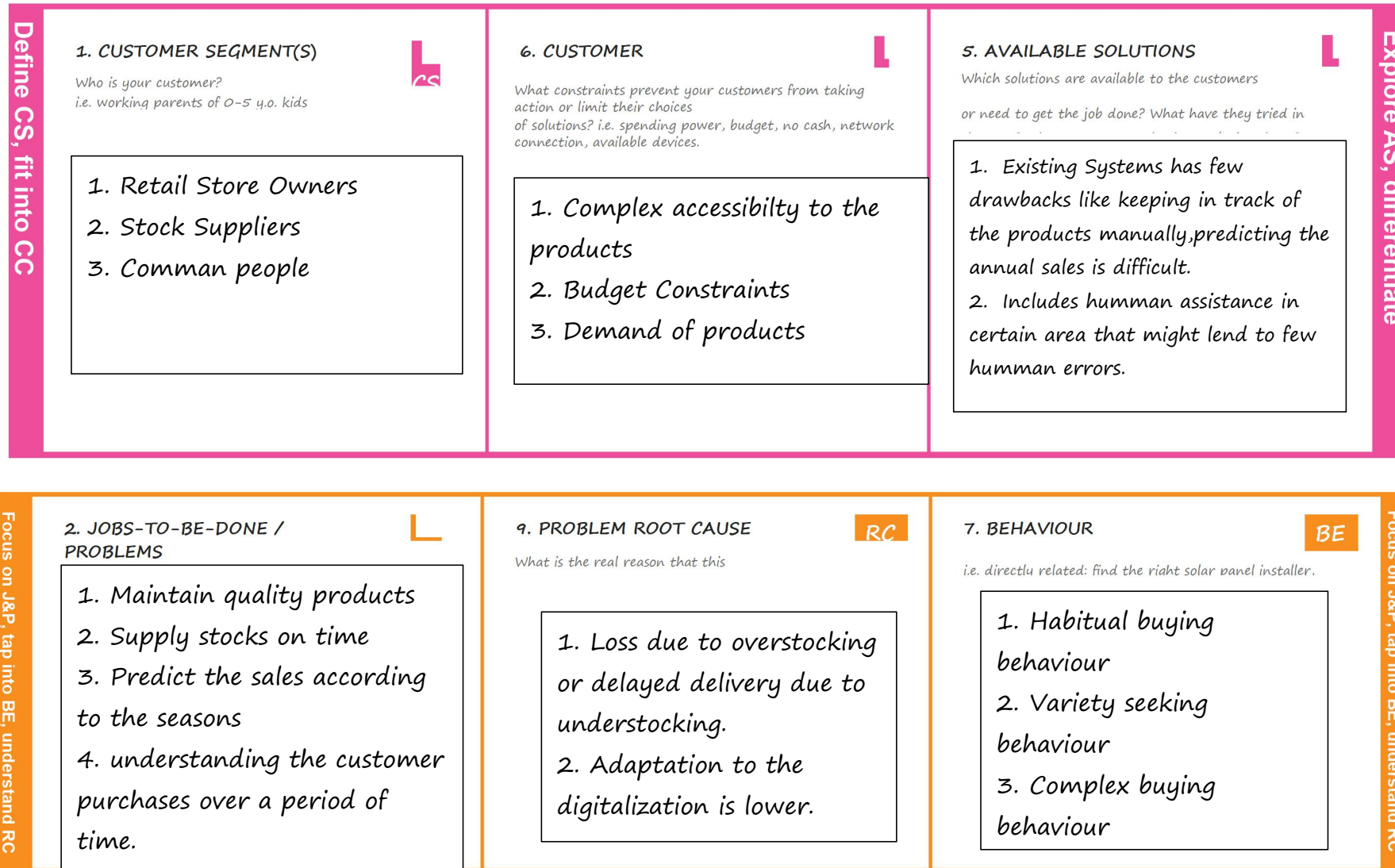


# Project Design Phase-I

**Project Title:** Retail Store Stock Inventory Analytics

**Team ID:** PNT2022TMID06724



### 3. TRIGGERS

R

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

1. Attractive offers
2. High Success review of the products

### 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.

Stress,tired,loss>Comfort,profit,relish

### 10. YOUR SOLUTION

L

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.

1. Analyse the current market trends,demands and fulfil it.
2. Digitalized warehouse management systems.
3. Providing a personalized in-store experience to the customers.

### 8. CHANNELS of BEHAVIOUR

CH

#### 8.1 ONLINE

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

#### 8.2 OFFLINE

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

Online:

1. Make use of the customer service
2. Advertisements
3. Free shipping

Offline:

1. Community Engagement
2. Warehouse management such that products are restored