Define CS, fit into CC   E

1. CUSTOMER SEGMENT(S)   `CS`

Who is your customer?
Shopkeeper's who are in need for buying products to refill their stocks

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions?

1. Inadequate Capital
2. Lack of awareness of technologies
3. Unavailability of devices

5. AVAILABLE SOLUTIONS   `AS`

Which solutions are available to the customer when they face the problem orneed to get the job done? what have theytried in the past?

- Sudden change in demand which is directly proportional to the price surge can be identified previously and stocked accordingly.
- Customers assign a managing assistant to overview the stock.

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?
- Periodic changes according to season.
- Locating the Warehouse
- Sudden surges in prices
- Daily transportation costs

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?
Most of the shopkeepers lose their customers because of insufficient stock and proper stock management. So they face loss in their business. In order to help them with their profit we are helping them with technology to make it easy.

7. BEHAVIOUR   `BE`
What does your customer do to address the problem and get the job done?

The process of gathering data on the actions of buyers in a retail environment and then using that data to identify their buying preferences.

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

3. TRIGGERS `TR`

What triggers customers to act?
- Immense wastage of products due to less sales.
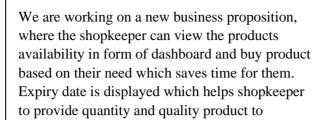- Reading about innovative ideas

4. EMOTIONS: BEFORE / AFTER `EM`

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

- Frustration
- Helplessness
- Demotivated
- Sense of thrill
- Sense of Freedom

10. YOUR SOLUTION `SL`

We are working on a new business proposition, where the shopkeeper can view the products availability in form of dashboard and buy product based on their need which saves time for them. Expiry date is displayed which helps shopkeeper to provide quantity and quality product to customer.

8.CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

Advertise with financial influencers to spread awareness and promote it.

8.2 **OFFLINE**

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

The person who belongs to the work he should have or create some social contacts in his/her surrounding that's will create a certain trustworthy things in his business.