

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID17815
Project Name	Inventory Management System for Retailers.
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small>	CS	6. CUSTOMER CONSTRAINTS <small>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.</small>	CC	5. AVAILABLE SOLUTIONS <small>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</small>	AS	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small>	J&P	9. PROBLEM ROOT CAUSE <small>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.</small>	RC	7. BEHAVIOUR <small>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)</small>	BE	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small>	TR	10. YOUR SOLUTION <small>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.</small>	SL	8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small>	CH	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER <small>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.</small>	EM			8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>		

My application problem - Solution fit:

Problem-Solution fit canvas 2.0			★ AMALTAMA	
Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? I.e. working parents of 0-5 y.o. kids	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).	5. AVAILABLE SOLUTIONS AS 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)	Explore AS, differentiate
	Must be a retailer. People should be above 18 years old. Should have a bank account.	Efficient way to add their own product. Auto notification of level. Can logged to their account at any time and at any place. View the profit they gain. Network connection.	Can buy the inventory goods at near by retail shop. Get product from the nearby shop. Make an account note for calculation. Manual management of stocks.	
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.	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.	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)	Focus on J&P, tap into BE, understand RC
	Make the stock available in the application. Recommendation of frequently seeing stock. User friendly web application. Communication among the shop keeper and retailer. Proper notification of stock availability at regular interval.	Development of advanced technologies. Manual work takes too much time. Network development. Increased in the population, so the retailers needs to do more work as compared to earlier days. Unknown stock availability of many stocks.	Ask the friends about the e-commerce application. Understand the quality of product based on reviews. Install or browse the retailer application. Order the stock and get it delivered. Search for user friendly application.	
Define CS, fit into CL	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	10. YOUR SOLUTION SL What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.	8.1 ONLINE CHANNELS CH What kind of actions do customers take online? Extract online channels from box #7 Behaviour	Explore AS, differentiate
	Got the proper notification. Collaborate with the shop owners. Recommending the stock for each different shops. Management of Stock and updation. Make an email to the Inventory in case of out of stock in their account.	The solution that can be used for this retailer inventory management system is to design with the maximum requirement that the retailer wants. So that they easily collaborate with the application. It must be designed to add their stock after they getting logged in. Retailers can easily gain more profit by getting knowledge of which product gives more profit and which product is at demand, and so on	Search for stocks at demand. View social media posts. Analysing the cost with other related products.	
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? I.e. look, insecure > confident, in control - use it in your communication strategy & design.	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.	8.2 OFFLINE CHANNELS CH What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.	
	Before: - Helplessness - Frustrated - Disappointed - Worried After: - Happy - Excited - Proud - Surprised		Self management of stock level and needs to check for availability. Ask friends and neighbours about the stocks at demand. Self calling the shop owners to know their requirements.	

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