

Define CS, fit into	1. CUSTOMER SEGMENT(S) Retailers	CS	6. CUSTOMER LIMITATIONS Available devices Network Connection	CC	5. AVAILABLE SOLUTIONS Manually counting and tallying items Maintaining Account registers and Excel workbooks	AS	Explore AS, AS, AS
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS To add, delete and update the inventory. To notify the retailers about the items which are out of stock.	PR	9. PROBLEM ROOT / CAUSE Manual work consumes time and it is error prone. Not much organized	RC	7. BEHAVIOUR Enquire the retailers in the neighborhood Get reference from customers who visit their shop	BE	Focus on J&P, tap into BE, understand
Identify strong TR & EM	3. TRIGGERS TO ACT Monotonous and error prone	TR	10. YOUR SOLUTION A web application to manage stocks using database. It allows the retailers to add new stocks, update stocks and view the existing stocks. If the stock falls below a certain threshold value, the system sends an email to the retailer using SendGrid	SL	8. CHANNELS of BEHAVIOUR 8.1 ONLINE Immediate accessibilty irrespective of place and time.	CH	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER Before: Frustrated, Breaking Head After: Stress free,in control	EM			8.2 OFFLINE Access of previously downloaded information.		