Problem-Solution Fit canvas

Purpose / Vision: Retail store stock inventory analytics

Version:

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) `CS`

- First Time Purchasers
- Loyal Customers
- Purchasers with higher/lower than average order value

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

- Data Storage
- Tracking
- Order management
- Faster Accessibility

5. AVAILABLE SOLUTIONS PROS & CONS `AS`

- Hooro enables Retail Shelf Analytics (2017)
- Orca Scan provides Paperless Inventory Tracking (2016)

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

- Inefficient Warehouse Management
- Unclear Communication
- Inadequate Access
- Overselling
- Spoiled Goods

9. PROBLEM ROOT / CAUSE `RC`

- Centralized Tracking
- Transparency
- Stock Auditing
- Demand Forecasting
- Go Paperless

7. BEHAVIOR + ITS INTENSITY `BE`

- Habitual buying behaviour
- Variety-seeking behaviour
- Dissonance-reducing buying behaviour
- Complex buying behaviour

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT `TR`

- Spoiled goods
- Poor production plans
- Inventory loss

4. EMOTIONS BEFORE / AFTER `EM`

BEFORE	AFTER
STRESSFULL	RELIEVED
UNCOMFORTABLE DOING IT MANUAL	COMFORATBLE WITH THE SOFTWARE

10. YOUR SOLUTION `SL`

- Eliminating mis-picks in your warehouse
- Reducing oversells in your store
- Turn "out of stock" into "in stock"
- Avoiding lost inventory

8. CHANNELS of BEHAVIOR `CH`

ONLINE

- Improved decision making
- Better business negotiations
- Significant savings from stock control

OFFLINE

- GPS TRACKING
- order management
- states of inventory

Extract online & offline CH of BE