Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?

Companies and organisations often use inventory management software applications to properly manage inventory stocks and reduce cost by avoiding manual work for the same task as mentioned. The software application is used to track availability of products in the warehouse and gives alert if it drops down below the set threshold.

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.

Availability of raw materials, workforce/labour, machine's capacity, delivery capacity, inventory space, inventory investment and the total number of orders placed.

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

Using physical measure to track inventory supplies is an option, but as the application grows a centralized and scalable solution would be a software application based inventory management system.

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? There could be more than one; explore different sides.

1. The major challenge is prevent the situation where the company oversells the product or lose track of the product sales and run into situation of no stocks left in the inventory.
2. By analyzing trends/patterns in the sales can lead to better inventory management.

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.

1. Use of old softwares or traditional methods can lead to eventual increase in complexity of inventory management which also leads to the ill management and productivity in the software.
2. In today's competitive world one must use cutting edge software to keep up with the industry growth.

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)

The customer mainly needs to address to cutting of costs and boost efficiency and profitability. These goals play perfectly into an overall strategy of improving customer service. Companies should not lose sight of who keeps them in business. Your customers have certain expectations of you, and it is essential to maintain a level of service that lives up to those expectations. A effective Inventory Management allows you to do that by being flexible and keeping up with seasonal changes in demand and other ups and downs in sales trends.

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

Identify strong TR & EM

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.

To help retailers to manage their stocks and order stock based on requirements when it runs out. It tracks products on inventory from purchase till the sale of goods.

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.

Having run out of stocks may lead to loss of business for retailers when the product is in high demand. Thus, they can monitor and manage their inventory by themselves easily and quickly.

10. YOUR SOLUTION — SL

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.

After the retailer logins successfully into the system they can update and manage their inventory details and also will be able to add new stocks by providing essential information related to the stock. The user will be able to view details of their current inventory. The system will automatically send an email alert to the retailer if there is no stock (or) very less stock found in their accounts such that they can order new stock.

8. CHANNELS of BEHAVIOUR — CH

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

Inventory Management System can keep track of important data concerning to related items and give us the option to maintain additional inventory levels that reflect your return rates if required.

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

The user will receive constant upgrades through mail even though they are active on the application.

Identify strong TR & EM