

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Retailers generally keep track of their merchandise from the time it is bought until it is sold.	<b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small>  <ul style="list-style-type: none"> <li>• Openness to availability</li> <li>• Network Restrictions</li> <li>• Changing the cost of commodities</li> <li>• Delays in delivery</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PLUSES &amp; MINUSES</small>  <ul style="list-style-type: none"> <li>• Manually counting and tallying items</li> <li>• Mangement of log books in standard way</li> <li>• Hiring employees and accountants to maintain stock</li> </ul>	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	<b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <span>PR</span>  <ul style="list-style-type: none"> <li>• Avoid overstocking of products</li> <li>• To notify the retailers about the items that are out of stock</li> <li>• Poor demand forecasting</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span>  <ul style="list-style-type: none"> <li>• Manual work consumes time and it is error prone</li> <li>• Not much organised</li> </ul>	<b>7. BEHAVIOR + ITS INTENSITY</b> <span>BE</span>  <ul style="list-style-type: none"> <li>• Enquire the retailers in the neighbourhood</li> <li>• Get reference from customers who visit their shop</li> </ul>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span>TR</span>  <ul style="list-style-type: none"> <li>• Need separate knowledge for maintenance</li> <li>• Maintaining large number of records by single individual</li> </ul> <b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small>  <ul style="list-style-type: none"> <li>• Before: Frustrated, worried, lack of knowledge about stocks</li> <li>• After: Happy, profitable,flexible working</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span>  Development of an cloud application that “Tracks real-time inventory such as purchase details, sales information and stock management” and “alters the user on less availability of stocks	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span>  <div>ONLINE</div> <p>Immediate accessibility irrespective of place and time</p> <hr/> <div>OFFLINE</div> <p>SMS notifications for inventory</p>	Extract online & offline CH of BE

