

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