

Define CS, fit into

**1. CUSTOMER SEGMENT(S)**
**CS**

Retailers generally keep track of their merchandise from the time it is bought until it is sold.

**6. CUSTOMER LIMITATIONS**
**CC**

Openness to availability  
Network Restrictions  
Changing the cost of commodities  
Delays in delivery

**5. AVAILABLE SOLUTIONS**
**AS**

Manually counting and tallying items  
Mangement of log books in standard way  
Hiring employees and accountants to maintain stock

Explore AS,

Focus on J&P, tap into BE, understand

**2. JOBS-TO-BE-DONE / PROBLEMS**
**PR**

Avoid overstocking  
To notify the retailers about the items which are out of stock  
Poor demand forecasting

**9. PROBLEM ROOT / CAUSE**
**RC**

Manual work consumes time and it is error prone  
  
Not much organised

**7. BEHAVIOUR**
**BE**

Enquire the retailers in the neighbourhood  
Get reference from customers who visit their shop

Focus on J&P, tap into BE, understand

Identify strong TR & EM

**3. TRIGGERS TO ACT**
**TR**

Need separate knowledge for maintenance Maintaining large number of records by single individual

**4. EMOTIONS: BEFORE / AFTER**
**EM**

Before: Frustrated, worried, lack of knowledge about stocks  
After: Happy, profitable, flexible working

**10. YOUR SOLUTION**
**SL**

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"

**8. CHANNELS of BEHAVIOUR**
**CH**

8.1 ONLINE

Immediate accessibility irrespective of place and time

8.2 OFFLINE

SMS notifications for inventory

Extract online & offline CH of BE