

Project Design Phase-1 Problem-Solution Fit

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| Date | 30 September 2022 |
| Team ID | PNT2022TMID26775 |
| Project Name | Inventory Management System for Retailers |
| Maximum Marks | 2 Marks |

Problem-Solution Fit:

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| Define CS, fit into CL | 1. CUSTOMER SEGMENT(S) CS The person searching for a product to purchase on an online shopping site | 6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL <ul style="list-style-type: none"> Lack of time Unsatisfiable Search results Navigation among Screens | 5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS <ul style="list-style-type: none"> User-Friendly Platform Enabling Notifications for new products and offers | Explore AS, differentiate |
| | 2. PROBLEMS / PAINS <small>• ITS FREQUENCY</small> PR <ul style="list-style-type: none"> Inconsistent Tracking Problem Stock Product Mismatched Changing Demand Inaccurate Data | 9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Wrong material being procured Quality related issues Data entry errors Forecasting errors Communication gaps | 7. BEHAVIOR <small>• ITS INTENSITY</small> BE <ul style="list-style-type: none"> Move towards offline shopping Look for a Better shopping site Their choice may change | |
| Identify strong TR & EM | 3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Shopping in hand Cost and time efficient New Updation | 10. YOUR SOLUTION SL <ul style="list-style-type: none"> The platform is based on helping a customer without any drawbacks to products Full-time accessible source It remains us whenever mega sales and festival offers Trustable platform It solves any queries about any bugs and errors during payment or purchase | 8. CHANNELS of BEHAVIOR CH <div>ONLINE</div> <ul style="list-style-type: none"> Social Media Websites <div>OFFLINE</div> <ul style="list-style-type: none"> Shops Whole sale dealer | Extract online & offline CH of BE |
| | 4. EMOTIONS <small>BEFORE / AFTER</small> EM Before : Frustrated, anxious, decision fatigue After : Contented | | | |