

Project Title:

Project Design Phase-I - Solution Fit Template

Team ID: PNT2022TMIDxxxxxx

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|--|--|--|--|--|
| Define CS, fit into CC                   | <div>1. CUSTOMER SEGMENT(S)<br/>Retailers who owns shops</div> <div>CS</div>   | <div>6. CUSTOMER CONSTRAINTS<br/>Budget and resources.</div> <div>CC</div>   | <div>5. AVAILABLE SOLUTIONS<br/>Which solutions are available to the customers when they face the problem</div> <div>AS</div> <div>Currently many retailers use manual methods like notebooks and less efficient softwares like excel which were not intended for inventory management purposes.</div> | Explore AS, differentiate                |
|  | <div>2. JOBS-TO-BE-DONE / PROBLEMS<br/>The job is to create an application that is user friendly which can be used to keep track of all products and its stock.</div> <div>J&amp;P</div>                           | <div>9. PROBLEM ROOT CAUSE<br/>The root cause is that with more products get added to the store, it gets hard to manage and keep track of all of them.</div> <div>RC</div> | <div>7. BEHAVIOUR<br/>The customer does not have any other choice than periodically monitoring the stock of the products.</div> <div>BE</div>  |  |
| Focus on J&P, tap into BE, understand RC |  |  |  | Focus on J&P, tap into BE, understand RC |
|  |  |  |  |  |
| Identify strong TR & EM                  | <div>3. TRIGGERS</div> <div>TR</div> <div>With the increasing growth of tech and retailers learning technology, it encourages them to seek a more efficient way powered by computers to manage the products.</div> | <div>10. YOUR SOLUTION</div> <div>SL</div> <div>Our solution is to create an application that can manage all these products, keep track of the stocks, etc.</div>          | <div>8.CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1 ONLINE<br/>As of now there is nothing that a customer could do online about this.</div> <div>8.2 OFFLINE<br/>The customer maintains excel sheets and notebooks to manage these stocks and even relies on their memory sometimes.</div>       | Identify strong TR & EM                  |
|  |  |  |  |  |

4. EMOTIONS: BEFORE / AFTER

EM

They sometimes lose an opportunity of profits due to no stock and sometimes even lose customers leading to frustrations and disappointment.

The customer shall have a peace of mind when he exactly knows how much stock is remaining and when to all more stocks.