

Project Design Phase-I Problem – Solution Fit Template

Date	19 October 2022
Team ID	PNT2022TMID28380
Project Name	Project – Inventory management system for retailers
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ➔ Solve complex problems in a way that fits the state of your customers.
- ➔ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ➔ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ➔ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ➔ **Understand the existing situation in order to improve it for your target group.**

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> The user/customer who belonging to the Shop.	6. CUSTOMER CONSTRAINTS CC <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices</small> There is no foundation of using this application because the user/customer who is having knowledge of this application can work on it easily.	5. AVAILABLE SOLUTIONS AS <small>What solutions are available to the customers when they face the problem or need to get the job-done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notepad</small> The user Schedule frequent stock auditing like daily cycle counting of different stock categories in small, manageable batches.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different roles.</small> The user/customer trying to buy a product but, I can't buy the product because the data is inaccurate which was shown in the list.	9. PROBLEM ROOT CAUSE RC <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations</small> The user/customer is new to use the application. And the user shouldn't know how to upload the products.	7. BEHAVIOUR BE <small>What does your customer do to address the problem and get the job done? PS: Directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small> The user/customer use different devices in their hands. People who do online Shopping can use this application regularly while comparing to others.	
Identify strong TR & EM	3. TRIGGERS TR The user should read the instruction to use the application easily.	10. YOUR SOLUTION SL The user should read the instruction given and to know how to upload the products. The user should upload the products frequently in daily cycle manner.	8. CHANNELS of BEHAVIOUR CH <small>ONLINE: "What kind of customer/customer sub-segment? Extract online channels then?" All inventory details available OFFLINE: Inventory stocks notified through SMS.</small>	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM Before – The user/customer was uncomfortable to use the application before. After – As the user/customer knows how to use this application then they will become comfortable and friendly with this environment.			

