

Define CS, fit into CC

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

Who is your customer?
i.e. working parents of 0-5 y.o. kids

1. Retail Store Owners
2. Stock Suppliers

6. CUSTOMER CONSTRAINTS**CC**

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.

1. Overstocking
2. Understocking
3. Demand and Supply budget

5. AVAILABLE SOLUTIONS**AS**

Which solutions are available to the customers when they face the

1. Existing solution has more drawbacks like tracing the demand and supply of product is difficult
2. It is difficult to predict when a certain product will get rocket sales and when it will go down

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS**J&P**

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

1. Predicting the sales by understanding customer behaviour.
2. Managing the budget in terms of product which did not sale but there are more stocks available without moving.
3. To provide better supply chain management by understanding the demand and supply

9. PROBLEM ROOT CAUSE**RC**

What is the real reason that this problem exists?
What is the back story behind the need to do this job?

1. Retail shop owners face difficulty in understanding customer behavior manually without help of technology.
2. And because of rapid growth in products available it has become difficult to trace the demand and supply for various products

7. BEHAVIOUR**BE**

What does your customer do to address the problem and get the job done?
i.e. how they spend their money, what they use to solve the problem; include any relevant details like Gr

1. They try the interface for overcoming the problem but existing models are complicated to use so they stop using it.
2. They can attend workshops to gain knowledge on inventory management.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS**TR**

1. How to increase sales during seasonal festivals without any demand and supply problems.
2. Inspired by reading stock analysing and marketing strategies magazine.

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

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

1. Frustrated, Stressed, Confused, Anxious
2. Empathy, Joy, Satisfied, Relaxed

10. YOUR SOLUTION**SL**

If you are working on an existing business, write down your current solution first,

1. Analysing the sales in the previous year can help us know the ups and downs sales of the product.
2. By analyzing the frequency pattern and the items bought together to manage the inventory of those products.
3. To have another solution to keep the stocks safe in case of emergency situations.

8. CHANNELS of BEHAVIOUR**CH**

8.1 ONLINE

1. Online:
Giving ads about how they provide service and giving ads like they have all products in stock when asked they'd never say that it is not available.
2. Offline:
By interacting personally with the surrounding customer the retail shop owner has and the regular customer he/she has.

Identify strong TR & EM

