Project Design Phase-I
Problem – Solution Fit

Date	28 September 2022
Team ID	PNT2022TMID00800
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	2 Marks

Problem Solution Fit:

Problem-Solution Fit

1. CUSTOMER SEGMENT(S) — CS
Define CS, fit into CL

Who is your customer?

The customer here is a **"Fruit Shop Owner"**

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES — CL

What limit your customer to act when problem occurs?
Spending power, No cash in pocket, Risk factor to an extent.

5. AVAILABLE SOLUTIONS PLUSES & MINUSES — AS
Explore AS, differentiate

What solution are available to the customer when he/she is facing the problem? What he/she tried in the past?
- The sudden changes in demand which is directly proportional to the price surge can be identified previously and stocked accordingly.
- He/she tried to predict the surges and drops according to what they only experienced.

2. PROBLEMS / PAINS + ITS FREQUENCY — PR
Focus on PR, tap into BE, understand RC

Which problem do you solve for your customer?

- Periodic changes according to season
- Daily Transportation costs
- Locating the warehouse for restocking
- Short life of the fresh fruits
- Sudden surge in prices based on demands

9. PROBLEM ROOT / CAUSE — RC

What is the root of every problem from the list?
- People think that managing a inventory through a digital form will be difficult and the managing the software will cost too much money.
- People have kept a mindset that increase/decrease of demand cannot be predicted before itself.

7. BEHAVIOR + ITS INTENSITY — BE
Focus on PR, tap into BE, understand RC

What does your customer do about / around / directly or indirectly relate to the problem?

- They try the interface for overcoming of the problem but then if they find it complicated or not efficient enough, they stop using it.
- Indirectly related will be them attending workshops where an effective inventory management technique will be shared information about.

3. TRIGGERS TO ACT — TR
Identify strong TR & EM

What triggers customer to act?
- Seeing the immense wastage of fruits due to less sales
- Reading about innovative ideas on better management on the internet.

4. EMOTIONS BEFORE / AFTER — EM

Which emotions do people feel before after this problem is solved?
- Frustration, helplessness, demotivated
- Satisfaction, Confident, Calm state of mind.

10. YOUR SOLUTION — SL

- Analysing the previous year climatic changes will determine the grocery's demand and that will create a good path to invest in right fruits
- Monitoring and predicting the ups and downs in market by previous year statistics will helps us to make a alternative changes in the field.
- Always have a plan b for storing the stocks in warehouse will help us to get avoid in some emergency situation.

8. CHANNELS of BEHAVIOR — CH
Extract online & offline CH of BE

Online

Advertise with financial influencers to spread awareness and promote it.

Offline

A person who belongs to the work he should have or create some social contacts in his/her surrounding that's will create a certain trust worthy things in his business