

Define CS, fit into CC

### 1. CUSTOMER SEGMENT(S)

CS

- Store managers in need to keep their profits stable
- Inventory control specialists who want to know the correct inventory count
- Loyal customers

### 6. CUSTOMER CONSTRAINTS

CC

- Insufficient capital
- Lack of awareness in technology
- Customers increasing demands
- Tracking of product inventory

### 5. AVAILABLE SOLUTIONS

AS

- Automatically updating the stocks.
- Sudden changes in demands can be sorted out with visualization techniques
- Customers assign a managing assistant to overview the stock.

Explore AS, differentiate

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

### 2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Periodic changes according to season should be made
- Locating the Warehouse correctly
- Spoiled goods should be disposed regularly.
- Communication between the seller and customer should be clear.

### 9. PROBLEM ROOT CAUSE

RC

- Unavailability of stock.
- Government rules and regulations.
- Demand Forecasting.
- New store owners find it difficult to adapt to new technology
- Insufficient and improper stock maintenance

### 7. BEHAVIOUR

BE

- Always looking for products which are on sale.
- Habitual buying behavior.
- Demanding products which are not in stock.

Identify strong TR & EM

Identify strong TR & EM	3. TRIGGERS <span>TR</span> <ul style="list-style-type: none"> <li>• Immense wastage of products due to less sales.</li> <li>• Lack of inventory at the time of peak demand</li> <li>• Fear of missing out the products which are on offers.</li> </ul>	10. YOUR SOLUTION <span>SL</span> <ul style="list-style-type: none"> <li>• Analyzing the current market trends, demands and providing it.</li> <li>• Centralized record of all the products.</li> <li>• Combining sales data with inventory data to simplify reporting.</li> <li>• Keeping track of stock locations.</li> <li>• Always having a backup plan for storing the stocks which can be helpful in an emergency.</li> <li>• Reducing overstocking of products.</li> </ul>	8. CHANNELS of BEHAVIOUR <span>CH</span> <p><u>ONLINE:</u></p> <ul style="list-style-type: none"> <li>• Mailing</li> <li>• Contacting customer service</li> <li>• Advertisements such as “Free Shipping”, “Return Policy”, etc.</li> <li>• Tracking</li> </ul> <p><u>OFFLINE:</u></p> <ul style="list-style-type: none"> <li>• Gaining loyal customers through offering credit points.</li> <li>• Arranging the most demanded products in the store’s first few racks.</li> </ul>	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER <span>EM</span> <p><b>Before:</b> Frustration, Demotivation, Confusion, Helplessness</p> <p><b>After:</b> Sense of thrill, Sense of Freedom, Satisfaction</p>			