CC

Focus on J&P, tap into BE, understand

**Extract online & offline CH of BE** 

AS

BE

CH

# CUSTOMER SEGMENT(S) Retailers generally keep track of their merchandise from the time it is bought

until it is sold.

6. CUSTOMER LIMITATIONS

CS

PR

TR

EM

Openness to availability
Network Restrictions
Changing the cost of commodities
Delays in delivery

# 5. AVAILABLE SOLUTIONS

Manually counting and tallying items
Management of log books in standard way
Hiring employees and accountants to maintain
stock

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

Avoid overstocking To notify the retailers about the items which are out of stock Poor demand forecasting

### 9. PROBLEM ROOT / CAUSE

Manual work consumes time and it is error prone

Not much organized

# 7. BEHAVIOUR

Enquire the retailers in the neighborhood Get reference from customers who visit their shop

# 3. TRIGGERS TO ACT

Need separate knowledge for maintenance Maintaining large number of records by single individual

# 4. EMOTIONS: BEFORE / AFTER

Before: Frustrated, worried, lack of knowledge laboutstocks

After: Happy,profitable,flexible working

#### 10. YOUR SOLUTION

Development of a cloud application that "Tracks real-time inventory such as purchase details, sales information and stock management" and "alters the user on less availability of stocks"

#### 8. CHANNELS of BEHAVIOUR

Immediate accessibility irrespective of place and time

8.2 OFFLINE

8.1 ONLINE

SL

SMS notifications for inventory