

Project Design Phase-1
Problem-Solution Fit

Team ID	PNT2022TMID44584
Team Leader	K.JEEVITHA
Project Name	Inventory Management System for Retailers
Team Members	T.DEVI T.SOLAIMATHI M.VIGNESH

Problem-Solution Fit:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS The person searching for a product to purchase on an online shopping site	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL <ul style="list-style-type: none"> Lack of time Unsatisfiable Search results Navigation among Screens 	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS <ul style="list-style-type: none"> User-Friendly Platform Enabling Notifications for new products and offers 	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR <ul style="list-style-type: none"> Inconsistent Tracking Problem Stock Product Mismatched Changing Demand Inaccurate Data 	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Wrong material being procured Quality related issues Data entry errors Forecasting errors Communication gaps 	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE <ul style="list-style-type: none"> Move towards offline shopping Look for a Better shopping site Their choice may change 	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Shopping in hand Cost and time efficient New Updation 4. EMOTIONS <small>BEFORE / AFTER</small> EM Before : Frustrated, anxious, decision fatigue After : Contented	10. YOUR SOLUTION SL <ul style="list-style-type: none"> The platform is based on helping a customer without any drawbacks to products Full-time accessible source It remains us whenever mega sales and festival offers Trustable platform It solves any queries about any bugs and errors during payment or purchase 	8. CHANNELS of BEHAVIOR CH ONLINE <ul style="list-style-type: none"> Social Media Websites OFFLINE <ul style="list-style-type: none"> Shops Whole sale dealer 	Extract online & offline CH of BE