

Project Design Phase-1 Problem-Solution Fit

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Project Name	Inventory Management System for Retailers
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Problem-Solution Fit:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <p>The person searching for a product to purchase on an online shopping site</p>	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> <ul style="list-style-type: none"> Lack of time Unsatisfiable Search results Navigation among Screens 	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> <ul style="list-style-type: none"> User-Friendly Platform Enabling Notifications for new products and offers 	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> <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 BE <small>+ ITS INTENSITY</small> <ul style="list-style-type: none"> Move towards offline shopping Look for a Better shopping site Their choice may change 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Shopping in hand Cost and time efficient New Updation 	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 	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> <p>Before : Frustrated, anxious, decision fatigue After : Contented</p>		OFFLINE <ul style="list-style-type: none"> Shops Whole sale dealer 	