

Project Design Phase-I Problem – Solution Fit Template

Date	17 October 2022
Team ID	PNT2022TMID12898
Project Name	Retail store stock inventory analysis
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS My customers are consumers of varied products from a retail store US Super store	6. CUSTOMER CONSTRAINTS CC They are more satisfied with the product hence cannot buy alternate product, hence making a request on more inventory in their locality	5. AVAILABLE SOLUTIONS AS Customers making orders from different localities and paying high for the product (inclusive of delivery charges) is prevailing solution.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Unavailability of stocks in several locations seems to be a raising problem. They are worried to spend much on deliveries	9. PROBLEM ROOT CAUSE RC Improper inventory analysis in localities by the retailers end and unaware of customer needs. Customer did not provide much feedback on their necessities.	7. BEHAVIOUR BE They have also addressed the problem to retailers, that demand in their area seems high but the availability is low, yet actions are delayed due to improper data about the stock inventory of that locality.	
Identify strong TR & EM	3. TRIGGERS TR More availability of same goods in near by locality at very affordable	10. YOUR SOLUTION SL Creating a proper system to update both customers and retailers on the availability and demands of the goods and stocks in each localities.	8. CHANNELS of BEHAVIOUR CH Feedback sessions and query sessions can be made for customers	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM They feel bad to spend more on the product for deliveries and orders		8.2 OFFLINE Goodies for the customers where sales is down can be done to improve sales in that locality	