

## Project Design Phase-I - Solution Fit

Project Title: Inventory Management System For Retailers

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Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> Who is your customer? i.e. working parents of 0-5 y.o. kids  <b>Manufacturers</b>	<b>6. CUSTOMER CONSTRAINTS</b> What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. <ul style="list-style-type: none"><li>Machine capacity</li><li>Workforce capacity</li><li>Inventory investment</li><li>Storage space or the total number of orders placed.</li></ul>	<b>5. AVAILABLE SOLUTIONS</b> Which solutions are available to the customers when they face the problem  or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking  You can take advantage of bulk savings  You need space for your products	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	<b>9. PROBLEM ROOT CAUSE</b> What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.	<b>7. BEHAVIOUR</b> What does your customer do to address the problem and get the job done?  i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)	Focus on J&P, tap into BE, understand RC

Identify Strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.  <b>To manage changing trends, such as packaging initiatives to reduce plastic waste. Categorize stock by packaging type, dimensions and product. Use this information to control shipping costs and storage location better.</b>	<b>10. YOUR SOLUTION</b> <span>SL</span> If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. <ul style="list-style-type: none"> <li>• Centralized Tracking</li> <li>• Stock Auditing</li> <li>• Add Imagery</li> <li>• Safety Stock</li> <li>• Multi-Location Warehousing</li> <li>• Reduce Human Error</li> <li>• Optimize Space</li> <li>• Leverage Lead Times</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7  <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.  <b>Online:</b> Shopping and shipping <b>Offline:</b> Demanding and less moving product to kept in front section.
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.  Emotions : Before: Complexed After : Good Satisfaction		