

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Retail store manager Warehouse manager 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> The whole inventory cannot be checked manually. Manual maintenance causes high man power and cost 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Predicting the soon to be expired stocks. Creating the model with high efficient analysis model. Notifying about the expiring stocks 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Discarding expired stocks Arranging and sorting inventory stock based on product variant 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Due to large amount of stocks sorting and discarding them when it is expired is difficult. Common high manpower for maintenance. The supply chain cannot be tracked. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Expiration of stocks updated by workers. Customer dissatisfaction due to poor maintenance of product. 	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <p>Checking out the amount of stocks available before ordering and selling.</p>	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Sorting the stocks based on their expiring date. Notifying when the stocks gets expired and discarding them. Tracking the supply chain of stock from the inventory to real consumer. 	8. CHANNELS of BEHAVIOUR CH <p>ONLINE: Checking out for amount of stocks in the inventory.</p> <p>OFFLINE: Manual counting of the specific stock in the inventory.</p>	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Before - Tired, sometimes stressed. After - Relaxed 			

