

Problem-Solution fit canvas 2.0

Purpose / Vision: To help the retailers to have a track on their stock availability.

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Our Proposed Model targets retailers to have a track on their stock availability.

6. CUSTOMER

CC

Not having knowledge of the available and upcoming demands more over existing solutions are not so far good in intimating the retailer about the stock which is about to get over.

5. AVAILABLE SOLUTIONS

AS

Data from different key performance metrics, which take into account several aspects of the inventory influencing the business and Methodology (such as AUD and MDP) to forecast revenue and discount on the products. Tools (such as RFID and barcodes) to maintain correct records across digital and physical databases.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

The problem faced by the retailers is that they do not have any system to record and keep their inventory data. It is difficult for the owner to record the inventory data quickly and safely because they only keep it in the logbook and not properly organized.

9. PROBLEM ROOT CAUSE

RC

Most of the retailers buy stocks which cannot be kept in account or tracked since the stock count is more in number.

7. BEHAVIOUR

BE

Feels so hard to manage the inventory information. By this inventory management system one can manage the whole inventory information and it is time saving.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

Friends and family who run whole sale shops or markets will be encouraged by this inventory management system.

4. EMOTIONS: BEFORE / AFTER

EM

Before: tired, fear, forgetful

After: Stress free, confident, relief

10. YOUR SOLUTION

SL

We aim to design an Inventory Management system which is used to manage the inventory details and aims to save for the future investments. User can track the stocks sold and yet to be sold and can visualize it. The Application will notify the user when a stock is about to complete. Our web application will monitor user's stock by tracking the received SMS's from the user's mobile.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

Use websites to gather information on how to use it.

8.2 OFFLINE

Check regularly and intimate the retailer.

Extract online & offline CH of BE