Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `S`

Who is your customer?

Retailers who are all maintaining stocks in their inventory.

6. CUSTOMER CONSTRAINTS `C`

What constraints prevent your customers from taking action or limit their choices of solutions?

Spending power, Budget, Available device, Delay in delivery and changing the cost of products.

5. AVAILABLE SOLUTIONS `S`

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?

Manually counting and tallying items in log books and hiring employees and accountants to maintain stock.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

To handle inventory details like sales details, purchase details and balance stock details. Avoid understocking and overstocking and to notify the retailers about the items which are out of stock.

9. PROBLEM ROOT CAUSE `RC`

What is the real reason that this problem exists? What is the back story behind the need to do this job?

Retailers have manage inventory because of loss due to the overstocking and delayed delivery due to understocking.

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?

Get customer feedback and make sure their feedbacks and queries are met.

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

Identify strong TR & EM

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3. TRIGGERS `TR`

What triggers customers to act?

The retailers are triggered and inspired by his/her competitor who is earning more profit by using inventory management system.

4. EMOTIONS: BEFORE / AFTER `EM`

How do customers feel when they face a problem or a job and afterwards?

Before: Frustrated, worried, lack of knowledge about stocks.

After: Happy, profitable, flexible working, satisfaction.

10. YOUR SOLUTION `SL`

A web based application to manage stocks using database. It allows the retailers to add new stock, update stock and view the existing stock and send alert and notification to retailers about the items which are out of stock.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

Add stock and update stock

8.2 OFFLINE

Receive alert and notification when there is over or under stocking beyond a defined threshold.