

## Project Design Phase-1 Problem-Solution Fit

Date	30 September 2022
Team ID	PNT2022TMID45016
Project Name	Inventory Management System for Retailers
Maximum Marks	2 Marks

### Problem-Solution Fit:

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right;">CS</span> The person searching for a product to purchase on an online shopping site	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <span style="float: right;">CL</span> <ul style="list-style-type: none"> <li>Lack of time</li> <li>Unsatisfiable Search results</li> <li>Navigation among Screens</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <small>PLUSES &amp; MINUSES</small> <span style="float: right;">AS</span> <ul style="list-style-type: none"> <li>User-Friendly Platform</li> <li>Enabling Notifications for new products and offers</li> </ul>	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <small>+ ITS FREQUENCY</small> <span style="float: right;">PR</span> <ul style="list-style-type: none"> <li>Inconsistent Tracking</li> <li>Problem Stock</li> <li>Product Mismatched</li> <li>Changing Demand</li> <li>Inaccurate Data</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span style="float: right;">RC</span> <ul style="list-style-type: none"> <li>Wrong material being procured</li> <li>Quality related issues</li> <li>Data entry errors</li> <li>Forecasting errors</li> <li>Communication gaps</li> </ul>	<b>7. BEHAVIOR</b> <small>+ ITS INTENSITY</small> <span style="float: right;">BE</span> <ul style="list-style-type: none"> <li>Move towards offline shopping</li> <li>Look for a Better shopping site</li> <li>Their choice may change</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> <span style="float: right;">TR</span> <ul style="list-style-type: none"> <li>Shopping in hand</li> <li>Cost and time efficient</li> <li>New Updation</li> </ul>	<b>10. YOUR SOLUTION</b> <span style="float: right;">SL</span> <ul style="list-style-type: none"> <li>The platform is based on helping a customer without any drawbacks to products</li> <li>Full-time accessible source</li> <li>It remains us whenever mega sales and festival offers</li> <li>Trustable platform</li> <li>It solves any queries about any bugs and errors during payment or purchase</li> </ul>	<b>8. CHANNELS of BEHAVIOR</b> <span style="float: right;">CH</span> <div>ONLINE</div> <ul style="list-style-type: none"> <li>Social Media</li> <li>Websites</li> </ul> <div>OFFLINE</div> <ul style="list-style-type: none"> <li>Shops</li> <li>Whole sale dealer</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span style="float: right;">EM</span> Before : Frustrated, anxious, decision fatigue After : Contented			