

## PROJECT DESIGN PHASE-1

### PROBLEM SOLUTION FIT

|               |  |
|---------------|--|
| Date          | 30 September 2022                      |
| Team ID       | PNT2022TMID17998                       |
| Project Name  | Retail Store Stock Inventory Analytics |
| Maximum Marks | 2 Marks                                |

### Problem-Solution Fit

|                         |  |   |   |                                   |
|-------------------------|--|---|---|-----------------------------------|
| Define CS, fit into CL  | <b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span><br>Who is your customer?<br><br>The customer here is a <b>"Fruit Shop Owner"</b>   | <b>6. CUSTOMER LIMITATIONS</b> <span>CL</span> <small>EG. BUDGET, DEVICES</small><br>What limit your customer to act when problem occurs?<br>Spending power, No cash in pocket, Risk factor to an extent.   | <b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <small>PLUSES &amp; MINUSES</small><br>What solution are available to the customer when he/she is facing the problem? What he/she tried in the past? <ul style="list-style-type: none"> <li>The sudden changes in demand which is directly proportional to the price surge can be identified previously and stocked accordingly.</li> <li>He/she tried to predict the surges and drops according to what they only experienced.</li> </ul>  | Explore AS, differentiate         |
|                         | <b>2. PROBLEMS / PAINS + ITS FREQUENCY</b> <span>PR</span><br>Which problem do you solve for your customer? <ul style="list-style-type: none"> <li>Periodic changes according to season</li> <li>Daily Transportation costs</li> <li>Locating the warehouse for restocking</li> <li>Short life of the fresh fruits</li> <li>Sudden surge in prices based on demands</li> </ul> | <b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span><br>What is the root of every problem from the list? <ul style="list-style-type: none"> <li>People think that managing a inventory through a digital form will be difficult and the managing the software will cost too much money.</li> <li>People have kept a mindset that increase/decrease of demand cannot be predicted before itself.</li> </ul>  | <b>7. BEHAVIOR + ITS INTENSITY</b> <span>BE</span><br>What does your customer do about / around / directly or indirectly relate to the problem? <ul style="list-style-type: none"> <li>They try the interface for overcoming of the problem but then if they find it complicated or not efficient enough, they stop using it.</li> <li>Indirectly related will be them attending workshops where an effective inventory management technique will be shared information about.</li> </ul> |                                   |
| Identify strong TR & EM | <b>3. TRIGGERS TO ACT</b> <span>TR</span><br>What triggers customer to act? <ul style="list-style-type: none"> <li>Seeing the immense wastage of fruits due to less sales</li> <li>Reading about innovative ideas on better management on the internet.</li> </ul>   | <b>10. YOUR SOLUTION</b> <span>SL</span><br><ul style="list-style-type: none"> <li>Analysing the previous year climatic changes will determine the grocery's demand and that will create a good path to invest in right fruits</li> <li>Monitoring and predicting the ups and downs in market by previous year statistics will helps us to make a alternative changes in the field.</li> <li>Always have a plan b for storing the stocks in warehouse will help us to get avoid in some emergency situation.</li> </ul> | <b>8. CHANNELS of BEHAVIOR</b> <span>CH</span><br>Online<br><br>Advertise with financial influencers to spread awareness and promote it.  | Extract online & offline CH of BE |
|                         | <b>4. EMOTIONS</b> <span>EM</span> <small>BEFORE / AFTER</small><br>Which emotions do people feel before after this problem is solved? <ul style="list-style-type: none"> <li>Frustration, helplessness, demotivated</li> <li>Satisfaction, Confident, Calm state of mind.</li> </ul>  | Offline<br><br>A person who belongs to the work he should have or create some social contacts in his/her surrounding that's will create a certain trust worthy things in his business   |   |                                   |