1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

The customers of this project are retailers who would like to have their inventory managed automatically

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available devices.

CC

- Budget
- Reliabilty
- Network connection

5. AVAILABLE SOLUTIONS

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? i.e. pen and paper is an alternative to digital notetaking

AS

Retailers can manage their inventory manually

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

J&P

Alerting the retailer via email when there there is out of stock to meet the customer demands

Providing cost - effective scalable management of stocks with less maintainance

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back
story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

RC

Manually managing the stocks leds to human error and may fail to meet to customer demands as it is unscalable

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

BE

As the number of stocks increases, the number of staff managing the inventory can be increased to provide scalability.

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3. TRIGGERS `TR`

- Seeing other retailers move to a more efficient solution
- Learning that softwares are more economical and scalable than managing manually

4. EMOTIONS: BEFORE / AFTER `EM`

Before :
- Retailers might be frustrated that the existing manual method incurs more cost in terms of time and effort and also worried the human prone errors
- Retailers might not be able to completely focus on the business growth

After :
- Retailers need no staff for stock management which saves money and thus makes them happy
- No human prone errors and retailers alerted where is there is out of stock making them focus on the main business functions and thus making retailers more confident about the success of their business

10. YOUR SOLUTION `SL`

- A cloud hoster inventory management system which is highly scalable and can be accessed by the retailers to manage their stock effectively
- Retailers need to create an account in the system and then can login to update their inventory details.
- Allso users will be able to add new stock by submitting essential details related to the stock.
- They can view details of the current inventory. The System will automatically send an email alert to the retailers if there is no stock found in their accounts. So that they can order new stock.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

- To manage the stocks,retailers can hire staff by using the social media for advertising
- Can search for effective ideas/techniques to manage the stocks and to reduce human error in management

8.2 OFFLINE

- Can hire more staff by using posters for advertising
- Can get help from other retailers nearby to effectively manage more stocks without incurring much cost and maintainance