

5. AVAILABLE SOLUTIONS

AS

1. Automatically updating the stocks.
2. Sudden changes in demands can be sorted out with visualization techniques.
3. With the help of necessary dashboard, a smooth buying experience can be created.

6. CUSTOMER CONSTRAINTS

CC

- Exact availability of stocks in the inventory
- Out of stock problem in the inventory.
- Budget Constraints.
- Customer Service.

1. CUSTOMER SEGMENT(S)

CS

- First Time Purchasers.
- Loyal Customers.
- Customers who are trying to buy higher/lower than the average value.

7. BEHAVIOUR

BE

- ✓ Variety – Seeking behavior
- ✓ Always looking for products which are on sale.
- ✓ Habitual – Buying behavior.
- ✓ Demanding products which are not in stock.

9. PROBLEM ROOT CAUSE

RC

- Unavailability of stock.
- Government rules and regulations.
- Quite hard to follow the “Go Paperless” rule.
- Demand Forecasting.
- Centralized Tracking.
- Since everything is digital, new store owners find it difficult to adapt to it.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- A secure payment should be implemented for the customers.
- An user friendly interface for clear visualization of products.
- Grant of credit points.
- Spoiled goods should be disposed regularly.
- Communication between the seller and customer should be clear.

8. CHANNELS OF BEHAVIOUR

CH

ONLINE:

- ☐ Mailing
- ☐ Contacting customer service
- ☐ Advertisements such as “Free Shipping”, “Return Policy”, etc.
- ☐ Tracking

OFFLINE:

- ☐ Gaining loyal customers through offering credit points.
- ☐ Arranging the most demanded products in the store's first few racks.

10. YOUR SOLUTION

SL

- ✓ Analyzing the current market trends, demands and providing it.
- ✓ Centralized record of all the products.
- ✓ Combining sales data with inventory data to simplify reporting.
- ✓ Creating a complete and personalized dashboard
- ✓ Always having a backup plan for storing the stocks which can be helpful in an emergency.
- ✓ Reducing overstocking of products.

3. TRIGGERS

TR

- Fear of missing out the products which are on offers.
- Seeing their friends/others buying quality products for a reasonable price.

4. EMOTIONS: BEFORE / AFTER

EM

BEFORE: Frustration, demotivated and not satisfied with the product.

AFTER: Satisfaction, happy and making more orders frequently.

