

## Project Design Phase-I Problem – Solution Fit Template

Date	3/11/2022
Team ID	PNT2022TMID31573
Project Name	Inventory Management System for Retailers
Maximum Marks	4 Marks

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <small>Who is your customer?</small> <ul style="list-style-type: none"> <li>• Retailers</li> <li>• Business People</li> <li>• Wholesalers</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <small>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.</small> <ul style="list-style-type: none"> <li>• Network connections</li> <li>• Smart phones</li> <li>• Inconsistent Tracking</li> <li>• Warehouse Efficiency</li> <li>• Changing demand</li> <li>• Problem Stock</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <small>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small> <p><b>Pros:</b></p> <ol style="list-style-type: none"> <li>1. Provide better customer service</li> <li>2. Increase saving</li> <li>3. Manage many stock</li> <li>4. Entice More Customer</li> </ol> <p><b>Cons:</b></p> <ol style="list-style-type: none"> <li>1. Time consuming</li> <li>2. Need to invest in our inventory</li> <li>3. Need space for our products</li> <li>4. Inventory becomes outdated</li> </ol>	Explore AS, differentiate	
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> <ul style="list-style-type: none"> <li>• Software with no real-time synchronization results in discrepancies.</li> <li>• Need to track obsolete stocks</li> <li>• Minimize shrinkage.</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <small>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.</small> <ul style="list-style-type: none"> <li>• Forecasting error</li> <li>• Bulk purchase</li> <li>• Data entry error</li> <li>• Communication gap</li> <li>• Wrong material</li> </ul>	<b>7. BEHAVIOUR</b> <small>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)</small> <ul style="list-style-type: none"> <li>• Keep track of our inventory and offers a centralized view of stock</li> <li>• Improves our delivery by managing stock-outs and meeting customer expectations</li> <li>• Reduces the time for managing inventory by keeping records in place</li> </ul>		
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC	
Identify strong TR & EM	<b>3. TRIGGERS</b> <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> <ul style="list-style-type: none"> <li>• Establishing a system that focuses more on types of products that sell quickly.</li> <li>• Get flexible with your SKU.</li> </ul>	<b>10. YOUR SOLUTION</b> <small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small> <ul style="list-style-type: none"> <li>• Stock Auditing</li> <li>• Demand Forecasting</li> <li>• Go paperless</li> <li>• Measure Service levels</li> <li>• Preventive control</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> <small>What kind of actions do customers take online? Extract online channels from #7</small> <p><i>The amount of inventory that is in the process of being made available for delivery to the end customer.</i></p> <b>8.2 OFFLINE</b> <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> <ul style="list-style-type: none"> <li>• Synchronization across sales channels</li> <li>• Product listing</li> <li>• Comprehensive reporting</li> <li>• Integrates with other software</li> </ul>		Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</small> <table style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <b>Before</b> <ul style="list-style-type: none"> <li>• Fear</li> <li>• Stress</li> </ul> </td> <td style="width: 50%; vertical-align: top;"> <b>After</b> <ul style="list-style-type: none"> <li>• Accept regulate</li> <li>• Express emotion</li> </ul> </td> </tr> </table>	<b>Before</b> <ul style="list-style-type: none"> <li>• Fear</li> <li>• Stress</li> </ul>	<b>After</b> <ul style="list-style-type: none"> <li>• Accept regulate</li> <li>• Express emotion</li> </ul>		
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