

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Everyone has different shopping preferences, which may vary by product type or time of day. Loyal Customers, Discount Customers, Impulse Customers, Need-Based Customers, Wandering Customer.

Companies often use inventory management software to reduce their carrying costs. The software is used to track products and parts as they are transported from a vendor to a warehouse, between warehouses, and finally to a retail location or directly to a customer.

6. CUSTOMER CONSTRAINTS

CC

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.

Include limits on raw materials, machine capacity, workforce capacity, inventory investment, storage space, or the total number of orders placed.

5. AVAILABLE SOLUTIONS

AS

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

Using manual inventory tracking procedures across different software and spreadsheets is time-consuming, redundant and vulnerable to errors. Even small businesses can benefit from a centralized inventory tracking system that includes accounting features.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

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

One of the most common challenges to sound inventory management is preventing the overselling of products & running out of inventory. Using historical & seasonal data trends can help you accurately predict customer orders

9. PROBLEM ROOT CAUSE

RC

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.

If you're unable to locate or identify stocks in your inventory, shipping products on time becomes very difficult, and this can dent your business reputation. Many businesses still try to manage their inventory with manual procedures, or outdated legacy software.

In today's competitive age, it is essential to know at any point in time, exactly what inventory you have; you can no longer rely on physically counting inventory annually using all your employees

7. BEHAVIOUR

BE

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)

The customer mainly addresses to cut costs and boost efficiency and profitability. These goals play perfectly into an overall strategy of improving customer service. Companies should not lose sight of who keeps them in business. Your customers have certain expectations of you, and it is essential that you maintain a level of service that lives up to those expectations. Good inventory management allows you to do that by being flexible and keeping up with seasonal changes in demand and other ups and downs in sales trends.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Helps companies identify which and how much stock to order at what time. It tracks inventory from purchase to the sale of goods.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Thereby they can monitor their inventory by themselves easily and quickly.

10. YOUR SOLUTION

SL

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.

Once retailers successfully log in to the application they can update their inventory details, also 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
What kind of actions do customers take online? Extract online channels from #7

An inventory management system can track important data concerning returned items and giving you the option to maintain additional inventory levels that mirror your return rates.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Even though they are now active on the application they will receive constant updates through mail.

Extract online & offline CH of BE