

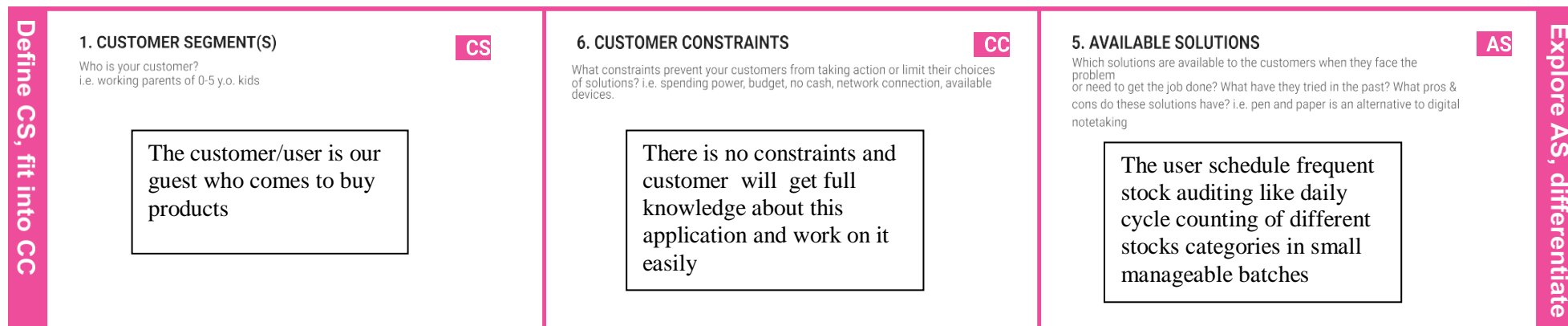
Date	19 September 2022
Team ID	PNT2022TMID36906
Project Name	Project – Inventory management system for retailers
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group**



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.

The user/customer trying to buy a product, but he is unable to buy because of the inaccurate data

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.

The user/customer is new to the application. The new customer doesn't know how to upload the products

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 user/customer use different devices in their hands. people do online shopping can use this application regularly while comparing to others

3. TRIGGERS**TR**

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

The user should read the instructions to use the application easily

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.

Before-The user/customer was uncomfortable to use the application before
After-as the user customer knows how to use this application then they will become comfortable and friendly with this environment

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.

The user should read the instruction given and to know how to upload the products frequently in daily cycle manner

8. CHANNELS of BEHAVIOUR**CH****ONLINE**

What kind of actions do customers take online? Extract online channels from #7

OFFLINE

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

All inventory details available
Inventory stocks notified through sms