J&P

СН

Who is your customer? i.e. working parents of 0.5 y.o. kids 1. Retail Store Owners 2 Stock Suppliers

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

- 1. Overstocking
- 2. Understocking
- 3 Demand and Supply budget

Which solutions are available to the customers when they face t 1. Existing solution has more drawbacks like tracing the notetaking demand and supply of product is difficult

> 2. It is difficult to predict when a certain product will get rocket sales and when it will go down

2. JOBS-TO-BE-DONE / PROBLEMS

fit into

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

- 1. Predicting the sales by understanding customer behaviour.
- 2. Managing the budget in terms of product which did not sale but there are more stocks available without movina.
- 3. To provide better supply chain management by understanding the

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do

- 1. Retail shop owners face difficulty in understanding customer behavior manually without help of technology.
  - 2. And because of rapid growth in products available it has become difficult to trace the demand and supply for various products

7. BEHAVIOUR

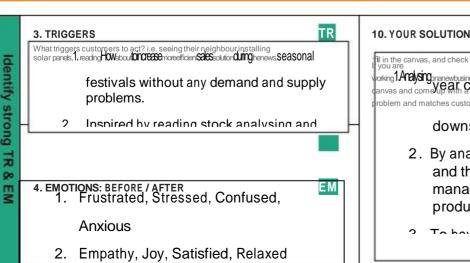
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What does your customer do to address the problem and get the job

indirectly as 1: late They try the interface for work (i.e. overcoming the problem but existing models are complicated to use so they stop using it.

> 2. They can attend workshops to gain knowledge on inventory



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- 2. By analyzing the frequency pattern and the items bought together to manage the inventory of those products.
- To have another colution to keen the

8. CHANNELS of BEHAVIOUR

What kind of actionaling mers take online? Extract online channels from #7

2@iving ads about how they provide service and giving ads like they have all products in

stock when asked they' dnever say that it is not available.

2. Offline:

By interacting personally with the

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.