

# Project Design Phase – 1

## Problem Solution Fit

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| Date         | 18-10-2022                                |
| Team ID      | PNT2022TMID14132                          |
| Project Name | Inventory Management System for Retailers |

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|--|--|---|--|-----------------------------------|
| Define CS, fit into CC                   | <b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span><br>Who is your customer?<br>i.e. working parents of 0-5 y.o. kids<br><br>Retailers generally keep track of their merchandise from the time it is bought until it is sold.  | <b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span><br>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.<br><br>Openness to availability<br>Network Restrictions<br>Changing the cost of commodities<br>Delays in delivery  | <b>5. AVAILABLE SOLUTIONS</b> <span>AS</span><br>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<br><br>usage of third-party inventory websites<br>Management of log books in standard way<br>Hiring employees and accountants to maintain stock | Explore AS, differentiate         |
|  | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span><br>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.<br><br>Avoid overstocking<br>Challenges in stock management<br>Poor demand forecasting  | <b>9. PROBLEM ROOT CAUSE</b> <span>RC</span><br>What is the real reason that this problem exists?<br>What is the back story behind the need to do this job?<br>i.e. customers have to do it because of the change in regulations.<br><br>Absence of real-time inventory control information   | <b>7. BEHAVIOUR</b> <span>BE</span><br>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)<br><br>Information is essential for the creation and improvement of the application.   |                                   |
| Focus on J&P, tap into BE, understand RC | <b>3. TRIGGERS</b> <span>TR</span><br>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.<br>Need separate knowledge for maintenance<br>Maintaining large number of records by a single individual   | <b>10. YOUR SOLUTION</b> <span>SL</span><br>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.<br>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<br>Development of an cloud application that<br>"Tracks real-time inventory such as purchase details, sales information, and stock management" and "alters the user on less availability of Stock" | <b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span><br><b>8.1 ONLINE</b><br>What kind of actions do customers take online? Extract online channels from #7<br><br>All inventory details available  | Extract online & offline CH of BE |
|  | <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span><br>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.<br>Before - Worried, Frustrated, Lack of knowledge about stocks<br>After - Happy, profitable, Flexible working |   | <b>8.2 OFFLINE</b><br>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development<br><br>SMS notifications for inventory  |                                   |