Project Design Phase-I - Solution Fit

Project Title : Retail Store Stock Inventory Analytics
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Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS
Who is your customer?

Retail Store Owner

6. CUSTOMER
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.

- Implementation Problem
- Poor Maintenance of database
- Lack of enough Capital amount

5. AVAILABLE SOLUT IONS
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 note taking
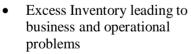
- An inventory Management system tracking stocks on a daily basis there by predicting demands
- But Integration with accounting is very difficult

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

- Excess Inventory leading to business and operational problems
- Cost associated with excess inventory
- Stocking up unwanted inventories

9. PROBLEM ROOT CAUSE
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.

- Improper Knowledge of stock management
- Sudden change in demands
- Insufficient storage capacity

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)

- Identify customer demands and their buying patterns
- Understanding customer demands the stocks can be managed accordingly

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

3. TRIGGERS — T

R

What triggers custOmers tO act? i.e. seeing their neighbOur installing sOlar panels, reading abOut a mOre efficient sOlution in the news.

Sudden loss due to changing customeí demands

4. EMOTIONS: BEFORE / AFTER — E

M

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 : Frustrated
After   : Satisfaction

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.

- Centralized record of all products
- Identify Stock location
- Do regular and accurate stock counts
- Combine Sales data with inventory datato simplify reporting
- Purchasing process description
- Establish process for markdown and promotions
- Create Stock Receiving procedures
- Provide description of return procedure
- Determine Dead stock procedure
- Provide Profitable inventory value

8. CHANNELS of BEHAVIOUR — CH

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

8.2 OFFLINE
What kind Of actions dO custOmers take offline? Extract Offline channels frOm #7 and use them fOr custOmer develOpment.

Online :
Advertisements
Free Shipping
Offline :
Arranging most demanded products in front section