

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids - Organizations/Retailers who have to maintain a large warehouse or inventory to store their products.	6. CUSTOMER CONSTRAINTS 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. - have an email account- should have a Computer - should have a product scanner like barcode/QR code scanner. - should have deemed staffs who could maintain and update the db.	5. AVAILABLE SOLUTIONS 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 - There are certain apps which work based on maintaining database using excel sheet, but it's not as advantageous as DB.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. - Nowadays organizations doesn't want to monitor their stocks manually. - Organizations wants to save time and work faster - They want to reduce the labor cost on managing Inventory.	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. - Large Inventory Management takes lot on time and efforts when done manually. - Humans can make errors while tracking the products - More cost is involved.	7. BEHAVIOUR 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) - Organizations slowly stopped using manual Inventory Management methods.	
3. TRIGGERS - Organizations wants to make their Inventory Management works to be done faster to keep up with their competitors. - They want their work to be done automatic as possible. - They want it to be error less.	10. YOUR SOLUTION - Our solution is to build a Cloud Based Inventory Management Application which can track the products when it runs out or overflow. - It also has the data of time and date when the product came in or moved out. - It also notifies when the product is about to run out or overflowing.	8. CHANNELS of BEHAVIOUR 8.1 ONLINE - Social media videos made by the users of the Inventory Management Cloud Application other people see why the application is useful. - advertise online with influencers to test the app and promote it. 8.2 OFFLINE - Word of mouth among consumers.	Extract online & offline CH of BE	
4. EMOTIONS: BEFORE / AFTER - Our goal is to reduce the manual efforts of an Organization in Inventory Management and automate it as much as possible. - So, that organization will don't have to worry about running out of stock and will use our Application.				