Project Design Phase-I
Problem Solution Fit

Team ID	PNT2022TMID32520
Project Name	Project - Retail Store Stock Inventory Analytics

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

Retail Store Owner(s)

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.

Inability to predict or forecast the required quantity of stocks

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

Retailer have to analyze the pattern to predict the required quantity of stocks and required category of products

Explore AS, differentiate

Focus on J&P, tap into BE,

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your

Excess inventory which leads to loss if the stock remains in the inventory for long time

9. PROBLEM ROOT CAUSE

RC

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

Improper knowledge of stock management, Changing demand pattern

7. BEHAVIOUR

BE

i.e. directly related: find the right solar panel installer, calculate usage and

Understanding demands and maintain the stocks accordingly

Focus on J&P, tap into BE,

Identify strong TR & EM

3. TRIGGERS

TR

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 unexpected change in demand of quantity/category of product

Competitors find the correct strategy and introduction new product leads to loss of owner

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- Depressed
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.

- Identify Stock location
- Do regular and accurate stock counts
- Combine Sales data with inventory data to simplify reporting
- Centralized record of all products
- Purchasing process description
- 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- Advertising about their product categorization and discounts

Offline-Displaying products with great demand with prioritization