

Problem Solution Fit – Canvas 2.0

Inventory Management System for Retailer

1. CUSTOMER SEGMENT(S)
Who is your customer?
i.e. working parents of 0-5 y.o. kids

CS

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.

CC

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 note taking.

AS

Define CS. fit into CC

Customer Segment is an important marketing tool

It helps the enterprises and the retailers increase profits and improve customer service level.

Lack of real-time reporting & Inefficiency

Over stocking & Under stocking.

Have good visibility over the stocks and fulfill the customer orders without fail.

Expensive for small business, Malicious hacks, Reduced physical Audits.

It helps to partial backordering is considered when the out of stock occurs.

The supply disruption duration is an important factor in influencing the effect of customer segments.

Lack of trend forecasting.

Lack of centralization

Automate manual tasks, Improve Forecasting, Support uninterrupted production.

Better inventory accuracy, Reduced risk of overselling, Cost savings, Avoid stock outs and excess stock, Greater Insights.

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.

J&P

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.

RC

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)

BE

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

Inconsistent Tracking

Expanding Product Portfolios

Mismanaged order management

Inability to locate the inventory stocks

Use cloud based inventory management system

Customer can address their problems through the customer services

Automate Reorder

Centralized Tracking

Lack of a centralized inventory hub

Inability to manage inventory waste and defects

Better terms with vendors and suppliers

Use the FIFO approach (first in, first out)

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

3. TRIGGERS
What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

TR

10. YOUR SOLUTION
What kind of solution suits Customer scenario the best?
Adjust your solution to fit Customer behavior, use Triggers, Channels & Emotions for marketing and communication.

SL

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

CH

Identify strong TR & EM

Lack of Expertise

Poor Communication

Automating orders & reducing

Take advantages of lead times & predict demands

Intergrate multiple channels

Manage multiple platforms in a single window

4. EMOTIONS: BEFORE / AFTER
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.

EM

Frustrated & Irritated

Happier & Relief, Confident & independent

Multi-location tracking

Technical support with improved communication

Adjust stock levels automatically

Avoid Stock-outs

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 behavior.

8.2 OFFLINE CHANNELS
What kind of actions do customers take offline?
Extract offline channels from box #7 Behavior and use them for customer development.

CH

Extract online & offline CH of BE

