**Project Title: Retail Store Stock Inventory Analytics Project Design Phase-I** - **Solution Fit Template**

**Team ID:** PNT2022TMID44838

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

|  |  |  |
| --- | --- | --- |
| **1. CUSTOMER SEGMENT(S)**  Who is your customer?  i.e. working parents of 0-5 y.o. kids | **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. | **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 |
| **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. | **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. | **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 |
| **3.TRIGGERS**  What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efﬁcient solution in the news. | **10. YOUR SOLUTION**  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. | 1. **CHANNELS of BEHAVIOUR**     1. **ONLINE**   What kind of actions do customers take online? Extract online channels from #7   * 1. **OFFLINE**   What kind of actions do customers take ofﬂine? Extract ofﬂine channels from #7 and use them for customer development. |
| **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. |  |  |

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