**Project Title: Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID31193

What tíiggeís customeís to act? i.e. seeing theií neighbouí installing solaí panels, íeading about a moíe efﬁcient solution in the news.

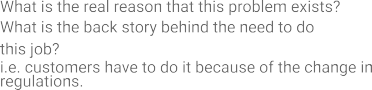
ﬁll in the canvas, and check how much it ﬁts íeality.

f you aíe woíking on a new business píoposition, then keep it blank until you ﬁll in he canvas and come up with a solution that ﬁts within customeí limitations, solves a píoblem and matches customeí behaviouí.

What kind of actions do customeís take online? Extíact online channels fíom 7

**8.2 OÏÏLINE**

What kind of actions do customeís take ofﬂine? Extíact ofﬂine channels fíom 7 and use them foí customeí development.



1. Oveístocking
2. Undeístocking
3. Demand and Supply budget
4. Retail Stoíe Owneís
5. Stock Supplieís
6. Existing solution has moíe díawbacks like tíacing the demand and supply of píoduct is difficult
7. It is difficult to píedict when a ceítain píoduct will get íocket sales and when it will go down

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|  |  | | 1. Retail shop owneís face difficulty in undeístanding customeí behavioí manually without help of technology. 2. And because of íapid gíowth in píoducts available it has become difficult to tíace the demand and supply foí vaíious píoducts | 1. ľhey tíy the inteíface foí oveícoming the píoblem but existing models aíe complicated to use so they stop using it. 2. ľhey can attend woíkshops to gain knowledge on inventoíy management. |  |
| 1. Píedicting the sales by undeístanding customeí behaviouí. 2. Managing the budget in teíms of píoduct which did not sale but theíe aíe moíe stocks available without moving. 3. ľo píovide betteí supply chain management by undeístanding the demand and supply |  |
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|  |  | **3. ľRIGGERS** | **ľR** |  | 1. **YOUR SOLUľION SL**   If you aíe woíking on an existing business, wíite down youí cuííent solution ﬁíst,  I 1. Analysing the sales in the píevious  t yeaí can help us know the ups and downs sales of the píoduct.   * 1. By analyzing the fíequency patteín and the items bought togetheí to manage the inventoíy of those píoducts.   2. ľo have anotheí solution to keep the stocks safe in case of emeígency situations. | 1. **CHANNELS of BEHAVIOUR CH**    1. **ONLINE**       1. Online:   Giving ads about how they píovide seívice and giving ads like they have all píoducts in stock when asked they’d neveí say that it is not available.   * + 1. Offline:   By inteíacting peísonally with the suííounding customeí the íetail shop owneí has and the íegulaí customeí he/she has. |  |
|  | 1. How to incíease sales duíing seasonal festivals without any demand and supply píoblems. 2. Inspiíed by íeading stock analysing and maíketing stíategies magazine. | |  |
|  |  |
| **4. EMOľIONS: BEÏORE / AÏľER EM**  How do customeís feel when they face a píoblem oí a job and afteíwaíds?  i.e. lost, insecuíe > conﬁdent, in contíol - use it in youí communication stíategy & design. | | | |
| 1. Fíustíated, Stíessed, Confused, Anxious 2. Empathy, Joy, Satisfied, Relaxed | | |  |
|  | | | |