Team: SKUmatic Project: Dart

HCDE 518 Group C UR 2 Assignment 10.13.2018

Who are your competitors and how are you different?

WHAT **EXISTS** TODAY?

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Stitchlabs provides a suite of inventory management solutions and integrations from order management to logistics, operations, and analysis.

Their Inventory Management product is a spreadsheet-based data entry and viewing, reporting, automated purchasing decisions, and workflow management.

2000+ brands including Chubbies, Thinx, Peak Design & Topo Designs.



Competitor 2: Unleashed https://www.unleashedsoftware.com/

Unleashed is standalone inventory management software.

Similarly to Stitchlabs, Unleashed software offers a spreadsheet-based product management software which tracks item costs/profits, locations, custom reporting & views, and more.



Competitor 3: Vend https://www.vendhq.com/

Vend is a slimmer point of sale (POS) system that also has an inventory management feature.

COMPETITOR #1



(C			0		
Dashboard Inventory C	Orders Purchase	Orders	Contacts Expenses	Reports	Integrati
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ARCHIVED Not Archived	DATE 🔻	STATUS	CONTACT	PROGRESS SUMM	IARY
Archived	May 20, 2015	OPEN	Elleen Berk		
► CHANNELS	May 20, 2015	OPEN	Erin Noonan		
	av 18, 2015	VOID	Melinda Tucker	BILL PAY	
Open	15015	VOID	Jerry Petersen	BILL	
Past Due	6	CLOSED	Brian Brown	BILL	
		OPEN	Ronnie Shannon	BILL	
Ship Date Alert		OPEN	Tyrone Morris		PA
Draft	9	OPEN	David Rose	BILL	PA

COMPETITOR #2

Cu

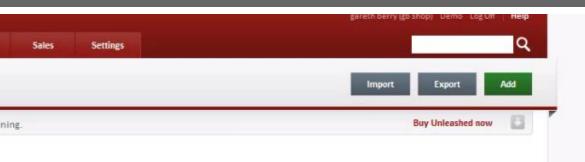
Eco

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		Product History					
		Period start	Period end				
		01 March 2016	30 April 2016				Update



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COMPETITOR #3



	Reference	Warehouse	Status	Currency	Cost	Margin	Total	Action	View
	1234	Warehouse	Completed	NZD	69.00	39 %	113.01	ф	Print
		Warehouse	Completed	NZD	1.00	80 %	5.00	-	Email
		Warehouse	Completed	NZD	5.00	80 %	25.00	\$	
		Warehouse	Parked	NZD	0.00	0 %	0.00	ф	Credit
house		Warehouse	Completed	NZD	11.00	80 %	55.00	ф	
		Warehouse	Parked	NZD	1.00	80 %	5.00	¢	

Sales Invoice Count	2	Total Profit	4.00
Total Turnover	5.00	Total Sales Invoice Value	5.00
Average Profit	80.00%		



STRENGTHS AND WEAKNESSES

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- Native integration with eCommerce, shipping & fulfillment and point of sale services.
- 2. Centralized inventory tracking unifies product information across multiple warehouses
- 3. Bulk data entry



- 1. Does not require integration with a suite of products to use.
- 2. Real-time tracking
- 3. Native mobile compatibility



- 1. Customers say: The UX is very easy to learn and easy to use
- 2. Mobile compatible, and it still works when the internet goes out.
- 3. Cost (starts at \$99/month)

- 1. High initial investment. (technology integration costs, learning curve)
- 2. Customers say it's very slow & has weak reporting
- 3. No native mobile functionality

- 1. Customers say: limited/weak reporting
- 2. Views are not customizable.
- 3. Very confusing/bloated UX

- 1. Primarily a Point of Sale application
- 2. Customers say: weak reporting
- 3. Phone support costs extra

COMPETITOR UX OPPORTUNITIES

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Competitor #: stitchlabs

Stitchlab's inventory management system is highly integrated with the rest of Stitchlab's suite of products. There are a lot of excess features that are not easily hidden from the user when not in use.

Stitchlabs also does not support barcode scanning.



Competitor #: Unleashed

Customers say: UX has overwhelming complexity.

The first thing that struck me just while going through the tutorial was how much stuff is on the screen. For example, when I choose "inventory", there are 10 additional top-level options immediately available. (I'd expect to be able to jump straight to viewing my inventory).



Competitor #: Vend

It's not possible to automatically track inventory with this application. It offers a place to manually input numbers, but further functionality requires having an additional tool such as Stitch or Shopify.

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The main inventory tracking UX for many of the available solutions is essentially a glorified spreadsheet.

We intend to remove barriers to entry that are present in other tools by making the onboarding experience seamless.

Shipping label integration to product SKU

Product SKU integration to inventory management

Inventory system to inform web front for customer to get instant feedback on location specific inventory

Integration between SKU (STOCK KEEPING UNIT) and UPC (UNIVERSAL PRODUCT CODES) for SEO

1. <u>Blocker</u>: Getting access to information on how stores currently manage their inventories.

<u>How to remove</u>: Leveraging connections within retail, building trust with our user group, ensuring that the information shared will be kept internal to our project team.

2. <u>Blocker</u>: Existing software is too complicated to learn & too hard to use.

<u>How to remove</u>: Discover the inventory data that's most important to business owners & remove extraneous information.

3. <u>Blocker</u>: Limited existence of mobile-compatible inventory trackers.

How to remove: Our solution will be optimized for mobile users.

UX METRICS

We will measure the following criteria:

- Latency: How up-to-date an inventory is at a given time.
- Speed: Measure time of updating inventory changes.
- Accuracy: Probability a sales associate correctly identifies specific availability in the inventory.

PRIVACY & SECURITY CONCERNS

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- Because this solution will contain information about a company's sales and inventory, authentication/ access restrictions to that information will be key.
- Web customers should have access to information about inventory, but we must be careful to only disclose only what is necessary to make the sale