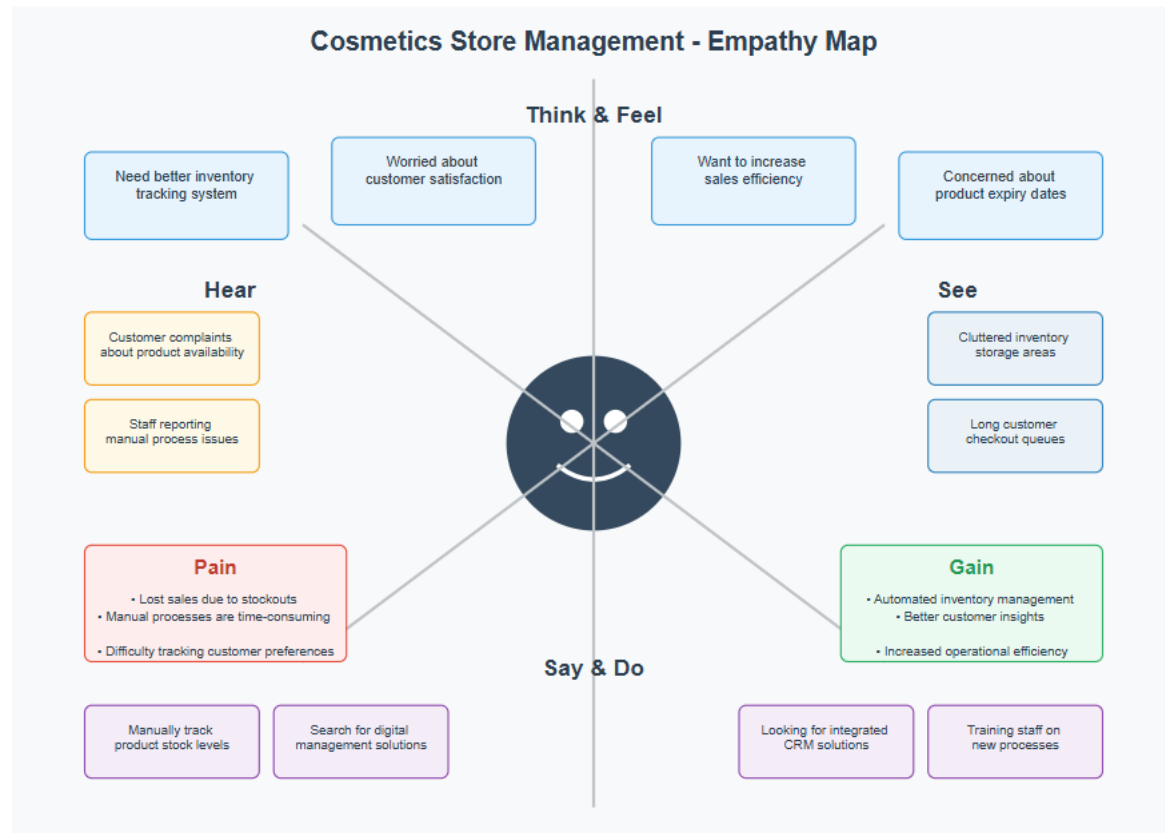


# Empathize and Discover

DATE	29 July 2025
TEAM ID	PNT2025TMID13974
PROJECT NAME	Cosmetic Store Management
MAXIMUM MARKS	

This empathy map represents cosmetics store managers and owners who are looking to improve their business operations through a Salesforce-based management solution. The map captures their complete user experience and helps understand their daily challenges and goals.

The target users are primarily concerned about inventory management, customer satisfaction, and operational efficiency. They worry about having the right products in stock, especially with fast-changing beauty trends, and want to ensure every customer has a positive shopping experience. These managers are constantly thinking about ways to streamline their processes and increase sales effectiveness while managing product expiry dates and seasonal inventory.



Currently, they hear complaints from customers about product availability and receive feedback from staff about time-consuming manual processes. They observe cluttered storage areas, long checkout queues, and inefficient workflows that impact both customer experience and staff productivity. In response, they manually track stock levels, search for digital management solutions, and invest time in training staff on new processes.

The main pain points include lost sales due to stockouts, excessive time spent on manual inventory tracking, and difficulty in understanding customer preferences and purchase patterns. These challenges directly impact their revenue and customer retention rates.

The desired outcomes from implementing a Salesforce solution include automated inventory management, better customer insights through integrated CRM capabilities, and significantly improved operational efficiency. They want a system that reduces manual work, provides real-time visibility into stock levels, tracks customer preferences, and helps staff provide personalized service.

This empathy map guides the development of features that address real business needs, ensuring the Salesforce Cosmetics Store Management solution delivers value by solving actual problems faced by cosmetics retailers in their daily operations.