EMPATHY MAP: AHMED WASEL

SAYS & DOES

SAYS & DOES (What does he say and do publicly?)

Ahmed openly expresses frustration with the current inventory system.

Ahmed expresses frustration with the inventory system.

Ahmed seeks tips on warehouse management.

Ahmed discusses the need for predictive insights.

THINKS & FEELS

Ahmed's Concerns

Explore what's on Ahmed's mind and in his heart.

Ahmed worries about financial losses due to overstocking and stockouts.

He feels overwhelmed by the manual inventory system.

Ahmed desires to transition to a proactive management style.

SEES

Observations

Identify what Ahmed sees in his environment that influences his perspective on inventory management.

Inefficiencies

Inefficiencies

Ahmed observes inefficiencies in the current inventory management process.

He notices the impact of stockouts on customer satisfaction.

Potential for Improvement

Potential for Improvement

Ahmed sees the potential for improvement through technology.

HEARS

What Ahmed Hears

Colleague Complaints

Colleague Complaints

Ahmed hears complaints from colleagues about the manual system.

Ahmed hears complaints from colleagues about the manual system.

Customer Feedback

Customer Feedback

Ahmed receives feedback from customers regarding stock availability.

Ahmed receives feedback from customers regarding stock availability.

Boss Emphasis

Boss Emphasis

Ahmed's boss emphasizes the need for data-driven decision-making.

Ahmed's boss emphasizes the need for data-driven decision-making.

PAINS

Pains & Frustrations

Manual System Woes

Ahmed is frustrated with the slow and error-prone manual inventory system.

Fear of Mistakes

He fears making costly inventory management mistakes.

Lack of Insights

Ahmed is concerned about the lack of predictive insights in decision-making.

GAINS

Goals & Achievements

Profitability Improvement

Ahmed aims to improve profitability through smarter inventory management.

Control & Efficiency

He hopes to feel more in control of warehouse operations and achieve efficiency.

Data-Driven Approach

Success for Ahmed is achieving a proactive, data-driven management style.