

The Empathy Map

Customer Perspective:

Designed for: **Retailers**

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Iteration: **1**

Maintaining Stock

Think and feel?

Worries of Retailers:- Unclear
Communication Inadequate
Access Inefficient Warehouse
Management Overselling
Spoiled Goods

Hear?

Factors that
influence
retailers are:-
Trends
Competition
Technology
Social Media
State of
Economy

See?

In a manufacturing business,
inventory is not only the final
product manufactured and
ready to sell, but also the raw
materials used in production
and the semi-finished goods in
the warehouse or on the
factory floor.

Say and do?

A retailer sells products and services
directly to the public in person,
online, or through a combination of
both. Retailers purchase goods from
manufacturers and wholesalers and
resell them to customers for a profit

Pain

Overstocking, Inaccurate Inventory
Counts, Disorganized Warehouse,
Wrong Purchase Time or Amount,
Disparate Data.

Gain

Improves Customers Satisfaction,
Decreases Inventory Costs,
Improves profit margins, Prevents
Spoilage, Facilitates Growth.