

Ideation Phase

Empathize & Discover

Date	29 September 2022
Team ID	PNT2022TMID21703
Project Name	Project - Inventory Management System for Retailers
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

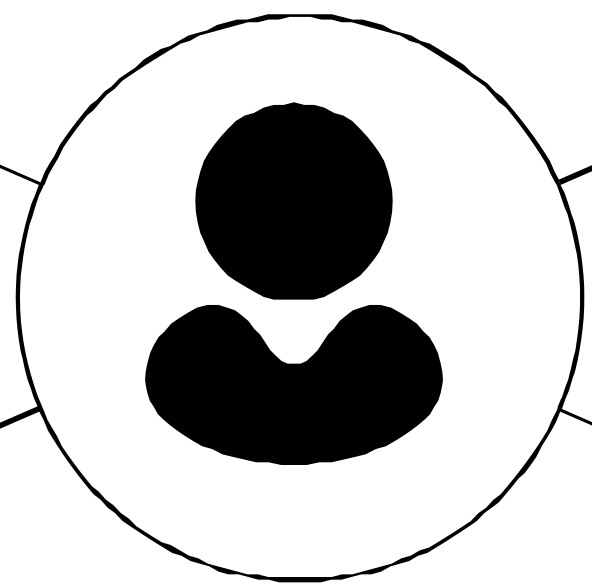
It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example: Food Ordering & Delivery Application

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- How to track the inventory in advance way
- unsafe
- How much cost of the software

What do they
HEAR?

what friends say
what boss say
what influencers say

- Customers who is purchasing stocks
- Making notes for product discount
- Seeing sales once the shop is closed for the day

What do they
SEE?

environment
friends
what the market offers

- Co-workers and former fellow students
- Job unstable situation
- Purchase of your first home

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Manual entries for stock
- Person assigned for inventory related task
- Don't know which product is not selling

PAIN

fears
frustrations
obstacles

- You must analyse the customer needs
- You must check whether the customers requiremnt is fulfilled
- Services must be upto customers needs

GAIN

"wants" / needs
measures of success
obstacles

- You must analyse the customer needs
- You must check whether the customers requirement is fulfilled
- Services must be upto customers needs