

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

They are in need of an reliable assistant for reminding them.

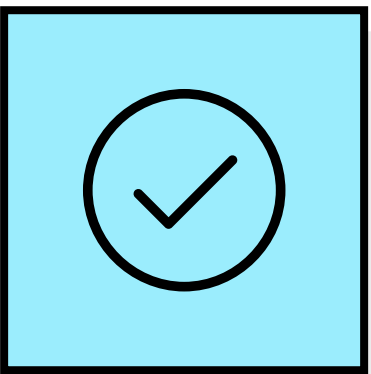
The main audience are the Retailers.

Is it really useful for us to use this software ?

Will it be really useful for small time retailers ?

Is the software hard to use ?

Will it really work ?



What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Remainder for insufficient goods in the inventory

Uses the registry system to get the resource

Makes sure that we are informed about our own inventory

A working software that helps in avoiding any major loss due to negligence.

A open source software that is accessible for anyone and everyone

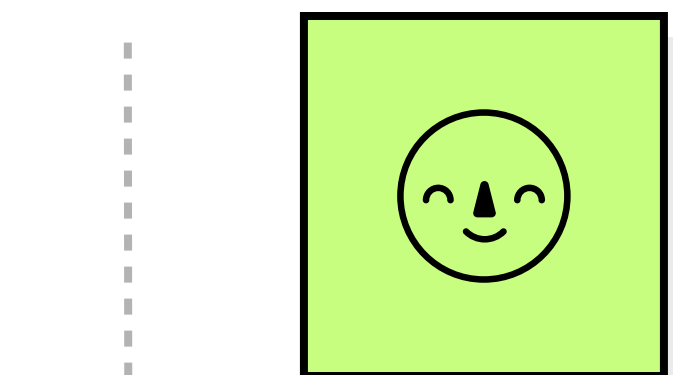
What other thoughts and feelings might influence their behavior?

What if we become too dependent on it ?

What if it stops giving the remainder during crucial time.

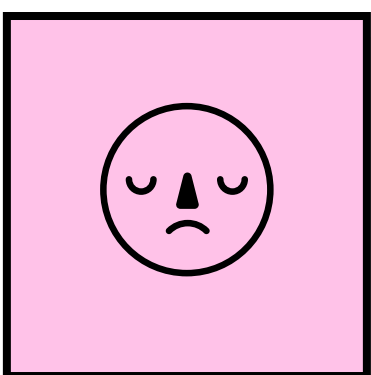
Helps in keeping the inventory in optimal state

A software that makes makes our work easier



GAINS

What are their wants, needs, hopes, and dreams?

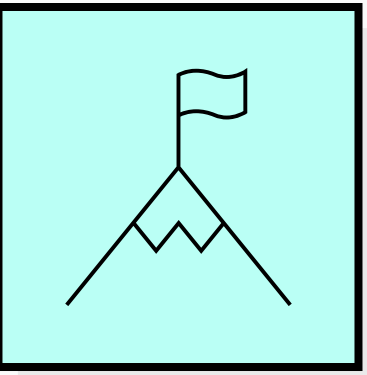


PAINS

What are their fears, frustrations, and anxieties?

GOAL

What do they THINK and FEEL?



What do they need to DO?

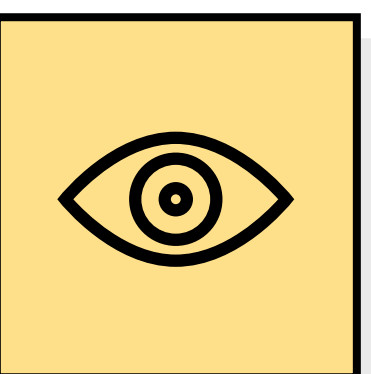
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

To assign the priority of the items that are need to be procured

To make use of our resources effeiciently

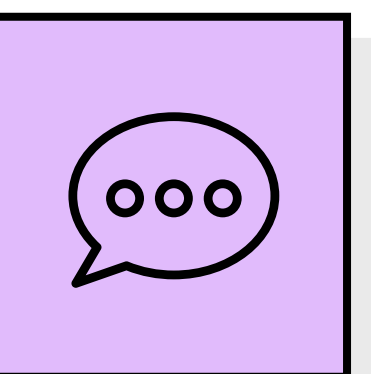
Something which will become necessary for retailers

A reliable inventory management system



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



What do they SAY?

What have we heard them say?
What can we magine them saying?

Prevention of loss during major deals

Helps in avoiding the breaking of contracts