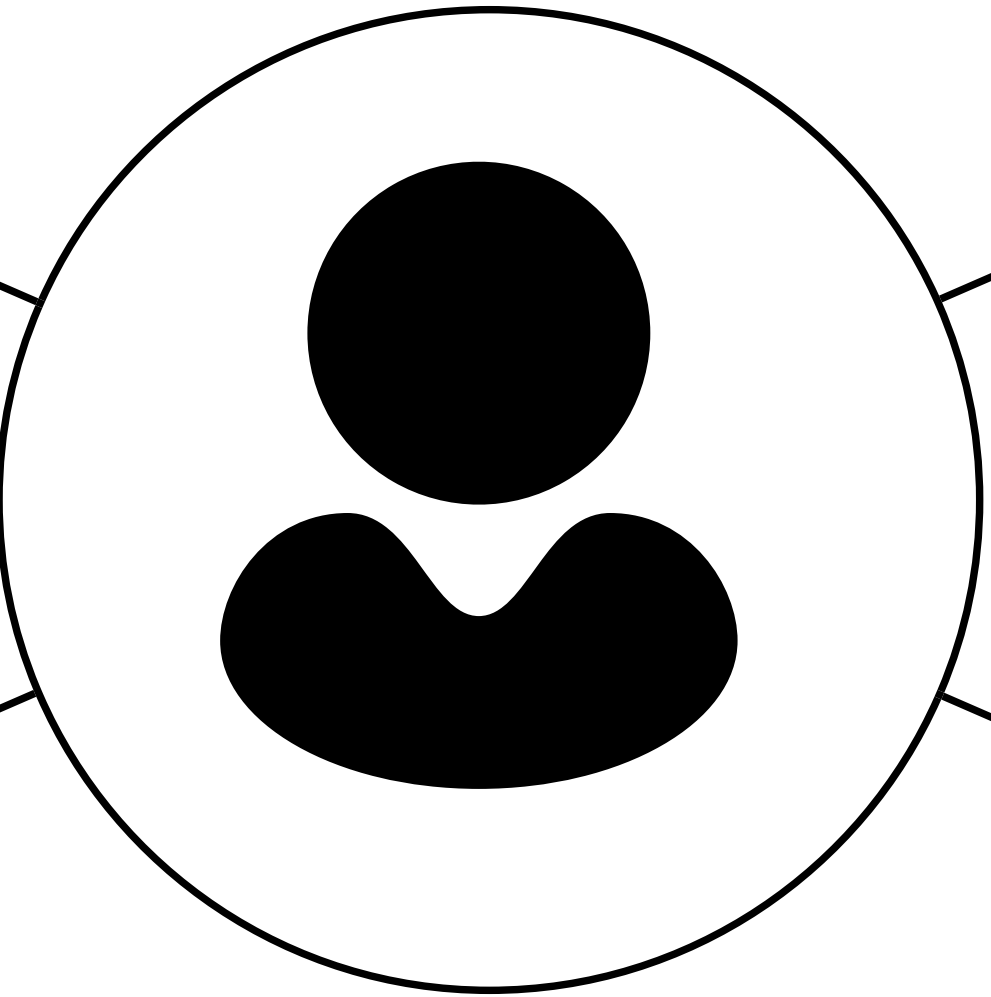


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

- The user interface should be interactive
- There should be no latency while updating the stock
- An alert should be given if there is out of stock

- Stock should be neither too less nor too much
- Customer demand should be met correctly
- Inventory management should have a understanding of sales pattern

- Customers who are in need of inventories
- Suppliers who supply the necessary stocks
- Competitors in their retail field

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Add new stocks
- Update the inventory details
- View the inventory details

PAIN

fears
frustrations
obstacles

- The stock details should be updated periodically
- If there is out of stock, it may result in loss of money and customers
- The management system should be more flexible and reliable even in case of peak traffic in website

GAIN

"wants" / needs
measures of success
obstacles

- Notification to customers regarding the stock availabilitiy
- The management system should be reliable even in case of peak traffic
- Automatic updation of stock details