Empathy Map For Retail Store Stock Inventory.

Best Stocks

Low Prize

Quantities of each product type

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

sales and profit

can't Stop purchase but some time cost is high

Inventory On Hand

Best product

Product locations

What do they HEAR?

what friends say
what boss say
what influencers say

Easy Application

What do they SEE?

environment
friends
what the market offers

Easy report generation

Open to Buy

Wholesale cost

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Product performance report

Run your reports

Build your list of items

PAIN

fears
frustrations
obstacles

Supply chain issues

Warehouse maintenance

Overstocks

GAIN

"wants" / needs
measures of success
obstacles

Well defined Model

Safety Stock

profit