



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Of how
much time
is wasted in
refilling

Maintaining
resources

Of getting
work done
without
having to
take
multiple

Stock
Adjustment

What do they SEE?

environment
friends
what the market offers

Items
selling in
the market
to earn a
profit

Built for
Enterprises

Inventory
Counting

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Takes constant
follow up till item
is repaired/
replaced

Contacts the
person in
between
classes to list
items needed

Physically
goes

Uses the
registry
system to
get the
resources

Has to contact
the assigned
personnel to
manage
maintainence
tasks

Requires
contacting
several people
and constant
follow ups

Managing
resources is
time
consuming

What do they HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Inaccurate
Data

Supply
Chain
Complexity

System
Crash

Manual
Documentation

GAIN

"wants" / needs
measures of success
obstacles

Reduction in the
Cost of
Communication

Transparency
Increases

Satisfies
Customers

Increases
Productivity