Inventory Management System For Retailers
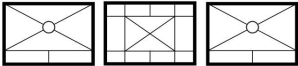
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EMPATHY MAP
Identifying stakeholder behaviour

Project name:	Inventory Management System For Retailers	
Designed for:	IBM - Nalaiya Thiran	

Stakeholder:	Retailers
Designed by:	Rubesh U,Sanjay G,Kishore D,Valathuru Niranjan,Dhinesh Kumar K

Day	Month	Year
10	09	2022

Version	
	1.0

what does (s)he THINK & FEEL?
What really counts
Major preoccupations
Worries & aspirations

- I'm Losing the Track of the Stocks and time wasting
- Need a person or labour to manage stocks
- I can't get the product you are always out of stock
- Need Money to manage stocks
- Will i lose the business track?
- Decrease in business profit
- When will i get this product?
- Reduced amount of customers

what does (s)he HEAR?
What friends say
What the boss says
What influencers say

- Where will i get this product?
- Seems there is no stock in this shop

what does (s)he SEE?
Environment
Friends
W hat the market offers

- Collapsing of stocks
- Losing track of the stocks

what does (s)he SAY & DO?
Attitude in public
Appearance
Behaviour towards others

- Managing Resources is Time consuming
- Manage stocks on my own
- Shall i hire person to manage stocks
- Spends less time with the business

PAINS
fears
frustrations
obstacles

- Lose of customers due to out of stocks
- Fears in loss of time and money
- Difficulty in managing both stocks and business

GAINS
"wants"/needs
measures of success
obstacles

- Needs a easy way to manage stocks
- And also better way to manage stocks based on the business needs
- Improved business and profit