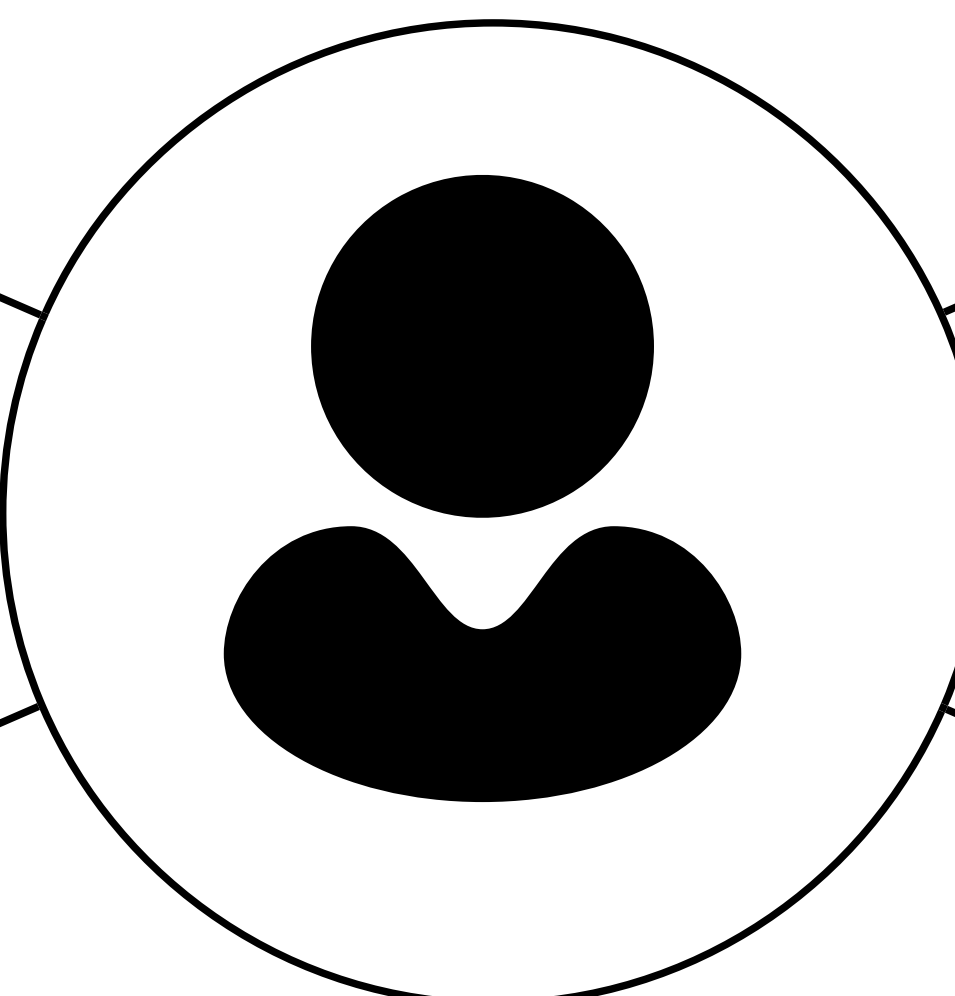


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Of how much is wasted in refilling and maintaining resources.

Of getting work done without having to take multiple follow ups.

Frustrated that they have to travel from one place to another to check the availability of items.

Feels irritated when they have to take constant follow up.

Good future scope.

Easy to purchase the goods.

Constant review of sales trends and updation.

Efficient Logistics.

Emerging competitors.

Has to contact assigned personnel to manage maintenance tasks.

Tracking Inventory and stock levels in real time.

Has to contact assigned personnel to manage maintenance tasks.

Managing resources is time consuming.

Requires contacting several people and constant follow ups.

Physically goes and contacts the person in between to list items needed.

Uses the registry system to get the resources.

PAIN

fears
frustrations
obstacles

Changing demand.

System crash due to enormous data storage.

Supply chain complexity.

Problem in stock maintenance.

GAIN

"wants" / needs
measures of success
obstacles

Keeps track of our inventory and offers a centralized view of stock.

Controls our costs by making stock reports for analysis of our inventory.

Reduces the time for managing inventory by keeping records in place.

Improves delivery by managing stock-house and meeting customer satisfaction.