Ideation Phase Empathize & Discover

Date 19 September 2022 Team ID - PNT2022TMID03839

- Inventory Management System For Retailers Project Nam

Maximum Marks 4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes. It is a useful tool to helps teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Empathy Map

Inventory Management System For Retailers:



WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?



What do they HEAR?

Owner says

Ravi owns a super market

He doesn't know that his stocks are decreasing

So we decided to design him an inventory management system with all requirements

Are the work manageable

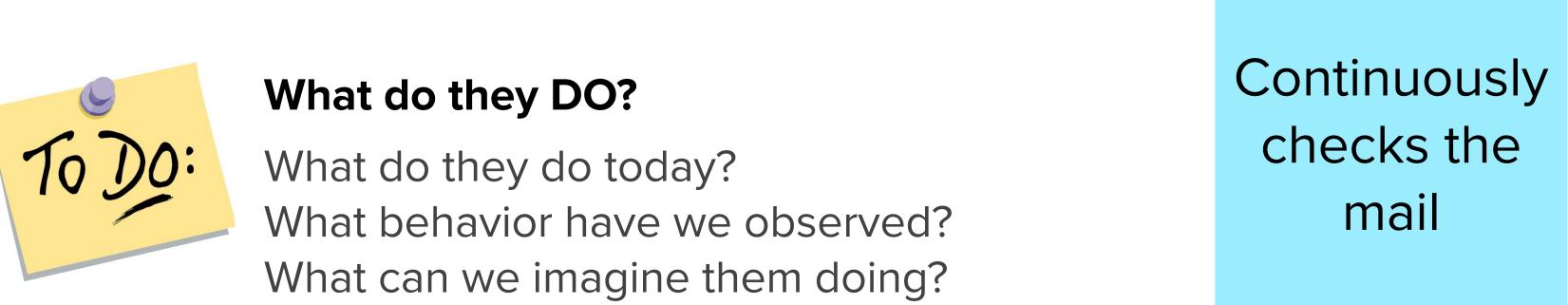
Whether you get the mail before the minimum stock percentage

> Which product sales is high

Are we gaining any profit

> Manual stocks

updating of



GOAL

What do they THINK and FEEL?

PAINS What are their fears, frustrations, and anxieties?



GAINS

What are their wants, needs, hopes, and dreams?

checking back and forth between the store owner and product shelves

High auditor

pay

mail

Manual mistake

Employee cost

Time management

Able to control all stored information

Increases the efficiency and convenience of the work

Fast inventory of the things

What do they think and feel?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

Whether the product details are secured

Excited and curious

Stock details

Whether the given information are correct

Minimal sale product

The product arrangement



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

What have we heard them say? What can we magine them saying?

Unsure of which product is failing to sell

The product is effective.l

observing sales after a day of the store being closeO

The product is simple to use.

stocks

Checks the