

## Ideation Phase

### Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID28174
Project Name	Project - Inventory Management System for Retailers
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.

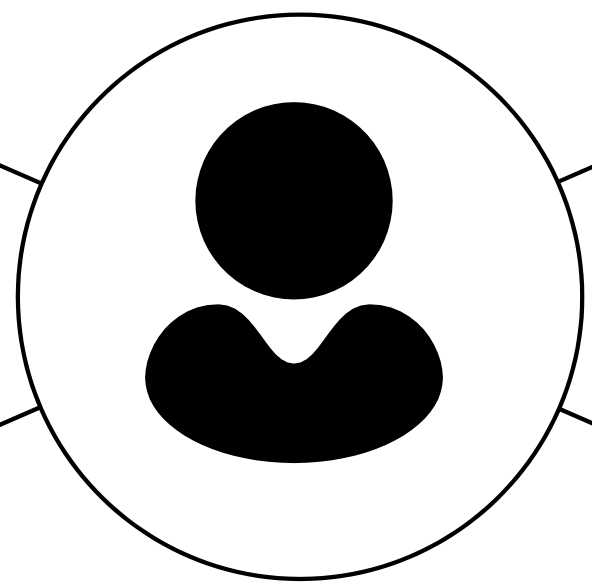
It is a useful tool to help teams better understand their users.

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.

#### **Example: Food Ordering & Delivery Application**

*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



- How to track the inventory in advance way
- unsafe
- How much cost of the software

- Customers who is purchasing stocks
- Making notes for product discount
- Seeing sales once the shop is closed for the day

- Co-workers and former fellow students
- Job unstable situation
- Purchase of your first home

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- Manual entries for stock
- Person assigned for inventory related task
- Don't know which product is not selling

**PAIN**

fears  
frustrations  
obstacles

- You must analyse the customer needs
- You must check whether the customers requiremnt is fulfilled
- Services must be upto customers needs

**GAIN**

"wants" / needs  
measures of success  
obstacles

- You must analyse the customer needs
- You must check whether the customers requirement is fulfilled
- Services must be upto customers needs