

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Getting work
done without
doing multiple
follow ups

How much time is
wasted in refilling
and maintaining
resources.

It takes lot of
to time to
manage the
resources.

Inventory
management
is not easy.

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

Uses the
registry
system to get
the
resources.

Managing
resources is
time
consuming.

PAIN

fears

Feels irritated
when they
have to take
constant
follow up.

GAIN

"wants" / needs

Inventory
management helps
companies identify
which and how
much stock to
order at what time.