



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

It simplifies
retailers
work.

It can
reduce man
power.

Improving
sales
without
wastage.

It updates the
current stock
management
system

Reduces
confusion
on retailers

Improves
organization
standards.

Improves
productivity
and sales

It can make
the
organization a
huge
success.

People with
no prior
knowledge
can access

It reduces
time-
consuming
process.

Sleek User
Interface.

Upgradation
of industry
with this
application.

Instant
Solution.

Promoting a
profitable
environment
for retailers.

What do they SEE?

environment
friends
what the market offers

Providing
data
security.

"Can this
application take
responsibility for
the losses that may
happen due to this
application"

"Can you
guarantee the
accuracy of
the
application

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

It is such a good
application for
retailers and it
will make
profitable in their
business

How Can I
Trust an app
for my
business?

What do they HEAR?

what friends say
what boss say
what influencers say

"It is profit for
both
customer and
retailer "

"Easy and
User -
friendly"

"Stocks are
easy to buy/
sell and
update by this
app"

"Fulfills our
customer
needs"

"It makes to
understand
sales pattern"

"It reduces
the cost of
labours"

"The cost for
using this
service is
less"

"It reduces the
complexity of
stock
management"

"We get a clear
report that gives
us a better
understanding of
the problem"

"It is better than
traditional way
of
management"

PAIN

fears
frustrations
obstacles

It may lead
to wrong
prediction.

Is it
reliable?

Not all people
trust mobile
application.

A small error
in backend
stops
working.

GAIN

"wants" / needs
measures of success
obstacles

Better
utilization of
available
resources

self - working
environment

Improves
productivity

constancy
of constant
work

Time-
efficient

Early
detection &
management
of problems