

## Ideation Phase

### Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID00863
Project Name	Inventory Management System for Retailers
Maximum Marks	4 Marks

#### Empathy Map Canvas:

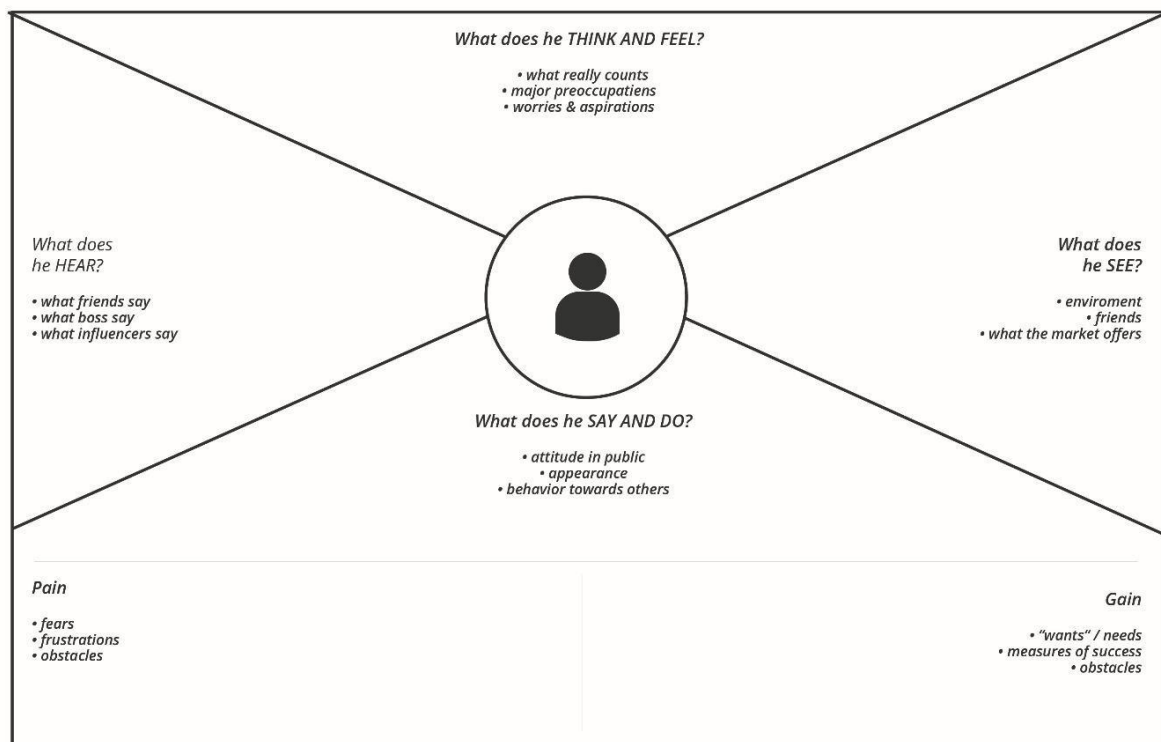
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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.

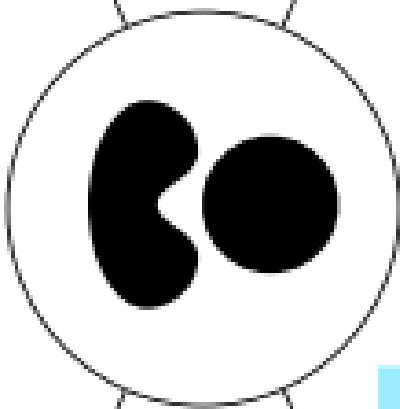
#### Example:

#### Empathy Map



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Business Model **Toolbox**



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

What customers want ?

It's trendy

what really counts  
major preoccupations  
worries & aspirations

Is it worthy ?

Can I afford it ?

Power purchasing analysis

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

recommendation

celebrity endorsement

Better payment options

24/7 hours providability

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

attitude in public  
appearance  
behavior towards others

Quick shipment

P.P.P  
(Purchasing power parity)

Low taxation priority

*What do they*  
**SEE?**

environment  
friends  
what the market offers

**PAIN**

fears  
frustrations  
obstacles

Maintaining profit

satisfaction of product quality

managing both vendors & suppliers

Profitability

**GAIN**

"wants" / needs  
measures of success  
obstacles

Steady demand

Good relations with customer