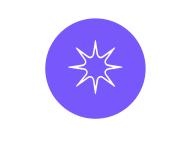


Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



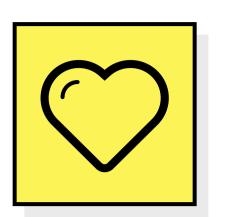


Develop shared understanding and empathy

feature

Profit margin by style, model, product line or item

Quantities of each product type



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?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

Start by collecting the right data

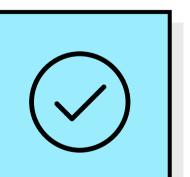
7 Types of Inventory and Sales Reports to Use in Your

Retail Store

Communication and Interpersonal Skills

Pick Your Inventory KPIs

> **Combine Sales Data With** Inventory Data to Simplify Reporting



What behavior have we observed? What can we imagine them doing?

Maintaining seasonal inventory

PAINS

Tracking

inventory

What are their fears,

frustrations, and anxieties?

Warehouse

maintenance

GOAL

What do they THINK and FEEL?

Overstocks

GAINS

Decreases

Inventory

Costs:

What are their wants,

needs, hopes, and dreams?

Stocks:

-ìo-iuO

s9zimini**M**

Simplifies

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?

Processes and **Facilitates Growth:**

What do they need to DO?

What do they need to do differently?

Improves Forecasting:

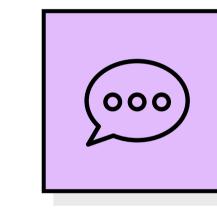
Eases Supply
Chain
Management:

Prevents Spoilage and **Obsolescence:**



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?

> Generate an idea and business

Identify Stock Location:

What do they DO?

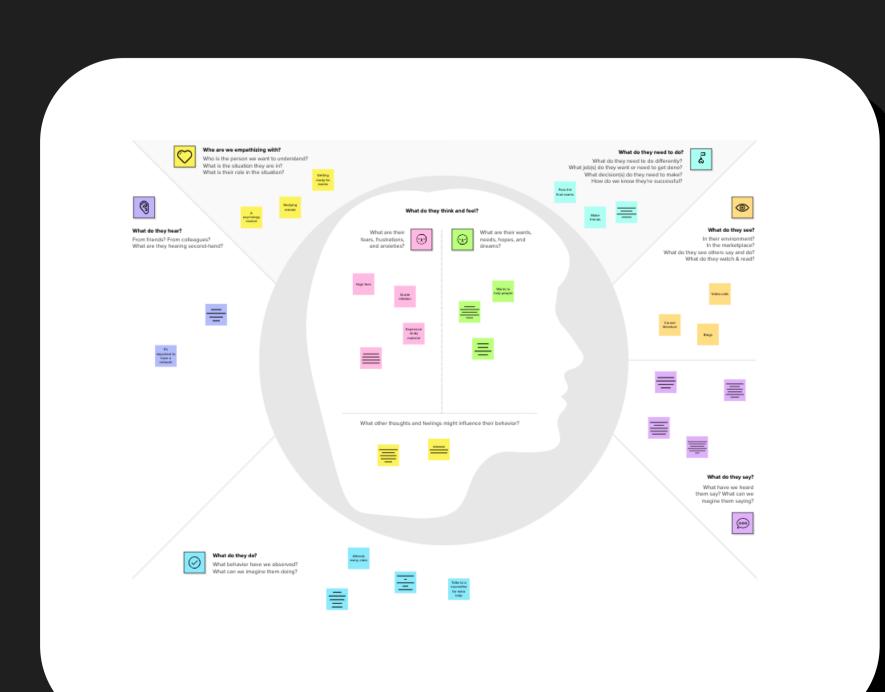
What do they do today?

The customer experience

has evolved

Establish a Process for Markdowns and Promotions:

Share template feedback



Need some inspiration? See a finished version of this template to

