

Ideation Phase
Empathize & Discover

Date	26 September 2022
Team ID	PNT2022TMID46361
Project Name	Project – Inventory management for retailers
Maximum Marks	4 Marks

Empathy Map Canvas Description:

Empathy maps are easy-to-read and digest visuals used not only to understand user behavior but also visually communicate those findings to colleagues, Uniting the team under one shared understanding of the user.

An Empathy Map consists of four quadrants. The four quadrants reflect four key traits, which the user demonstrated/possessed during the observation/research stage.

Says This section contains direct quotes from the user that have been gathered from interviews, product reviews, surveys, etc.,	Thinks While this quadrant may have similar content to the “Says” section, it is more focused on what a user is thinking and doesn’t choose to say out loud
Does This quadrant captures what the user conventionally does and how they do it.	Feels This category addresses the user’s emotional state and answers questions like “What worries or excites the user about the project?”

Empathy map design

INVENTORY MANAGEMENT FOR RETAILERS

