


## IDEATION PHASE

### Empathy Map for Inventory Management System for Retailers

Date	19 September 2022
Team ID	PNT2022TMID34419
Project Name	Inventory Management System for Retailers
Maximum Marks	4 Marks


 Edit this template  
Right-click to unlock

# Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

Build empathy and keep your focus on the user by putting yourself in their shoes.



The diagram is a large rectangle divided into four quadrants by two diagonal lines intersecting at a central circle containing a person icon. The quadrants are labeled: 'What do they THINK AND FEEL?' (top), 'What do they HEAR?' (left), 'What do they SAY AND DO?' (bottom), and 'What do they SEE?' (right). Each quadrant contains several colored boxes with text. Below the bottom quadrant, there are two sections: 'PAIN' (left) and 'GAIN' (right), each with its own set of colored boxes. A red vertical banner on the right side says 'Share your feedback'.

**What do they THINK AND FEEL?**  
what really counts  
major preoccupations  
worries & aspirations

**What do they HEAR?**  
what friends say  
what boss say  
what influencers say

**What do they SAY AND DO?**  
attitude in public  
appearance  
behavior towards others

**What do they SEE?**  
environment  
friends  
what the market offers

**PAIN**  
fears  
frustrations  
obstacles

**GAIN**  
"wants" / needs  
measures of success  
obstacles

**Share your feedback**