EmpathyMapCanvas

Buildempathyandkeepyourfocusontheuserbyputtingyourselfintheirshoes.

EMPATHY MAP

WHO are we empathizing with? **Retail store owners**

What do they need to DO? **Analyze their stock inventory**

SAYS

1. we done our part hope for the best
2. maintain the product in a proper way
3.swift all of our focus to the growth
4. make sure our customer knows about our producrs
5.make his customer experience good

THINKS

1.Was i made a right decision ?
2.Is this a quality product ?
3.How long can i store this ?
4. How much profit i can make out from this ?
5. what is the cost of maintenance ?
6.whether customer intrested in it or not ?

DOES

1. test product samples before making decisions
2. Check business statergies of opponents
3.Hire people to maintain the inventory
4.check the balance sheets regulary
5.Advertise about new products

FEELS

1.Tensed
2.Overwhelmed
3.Double minded
4.Confused
5.Feared

PAINS
excessive ammount of less demanded stocks in the store

GAINS
sufficient ammount of demanded stocks in the store