

## What do they THINK AND FEEL?

what really counts  
major preoccupations



What major  
problems to  
affect the  
product

Exchange  
of product  
returnable

How to track  
my inventory  
in advance  
ways

## What do they HEAR?

what friends say  
what boss say  
what influencers say

A person is for  
maintaining  
stock  
inventory

make notes  
for product  
discount

lifetime of  
the product

## What do they SEE?

environment  
friends  
what the market offers

Lowest price  
and  
inexpensive?

Tracking  
Sales?

Better  
quality

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

manual  
entries for  
stock

person  
assigned for  
inventory  
related task

## PAIN

fears  
frustrations  
obstacles

unsafe

How cost of  
the  
software

Much  
obstacles

## GAIN

"wants" / needs  
measures of success  
obstacles

Achieve  
maximum  
efficiency with  
inventory  
support

Independent  
to be an  
Entrepreneur

greater  
vision of the  
project