# Empathy Map

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|         DOES          |          FEELS             |
|-----------------------|----------------------------|
| - Reviews weekly sales| - Frustrated by guesswork  |
|   reports             |   in placement strategies  |
|                       |                            |
| - Coordinates with    | - Curious about what       |
|   visual merchandisers|   influences customer buys |
|                       |                            |
| - Implements new      | - Excited to find data-    |
|   placement strategies|   backed insights          |
|                       |                            |
| - Launches marketing  | - Anxious about missing    |
|   campaigns           |   sales opportunities      |
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|         SAYS          |          THINKS            |
|-----------------------|----------------------------|
| "We need to increase  | "Which product placements  |
|   sales quickly."     |   actually drive conversions?"|
|                       |                            |
| "Let's try moving     | "Are we missing revenue due|
|   this product to the |   to poor shelf placement?" |
|   front."             |                            |
|                       | "Can we personalize based  |
| "We need visuals to   |   on demographics?"        |
|   understand what's   |                            |
|   working."           | "Is online placement as    |
|                       |   important as in-store?"  |
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