

Build empathy

The information you add here should be representative of the observations and research you've done about your users.



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Says

What have we heard them say?
What can we magine them saying?

Customers:
"I can never find
what i'm looking
for in this store."
"The prices are
too high here."

Customers:
"I want to find what i need quickly and easily."

"I hate it when the store is disorganized and messy."

Employees:
"I'm not sure what's expected of me in my role."
"I feel overwhelmed with the workload."

Employees:
"I don't want to be sold to aggressively."
"I want to be able able to return things easily if they don't work out."

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Wants:
Successful business
outcomes, such as
iincreased profits and
customer satisfacation
Positiive team culture
and employee
engagment

Needs:
Strong leadership and management skills
A deep understanding of customer needs and behavior

Hopes and Dreams:
Creating a sucessful
and thriving retail
business
Making a positive
impact on customers
and employees

Sales targets:Meeting sales targets is crucial for the success of any retail business.As a result ,retail managers are often under pressure to ensure that their team meets the sales targets set by the organization

RETAIL management

Buying habits:Customers may exhibit specific behaviors when it comes to purchasing products, such as buying items impulsively or carefully considering their options.

Does

What behavior have we observed? What can we imagine them doing?

Thinks:"I need to stick to my budget while getting everything my family needs for the week."

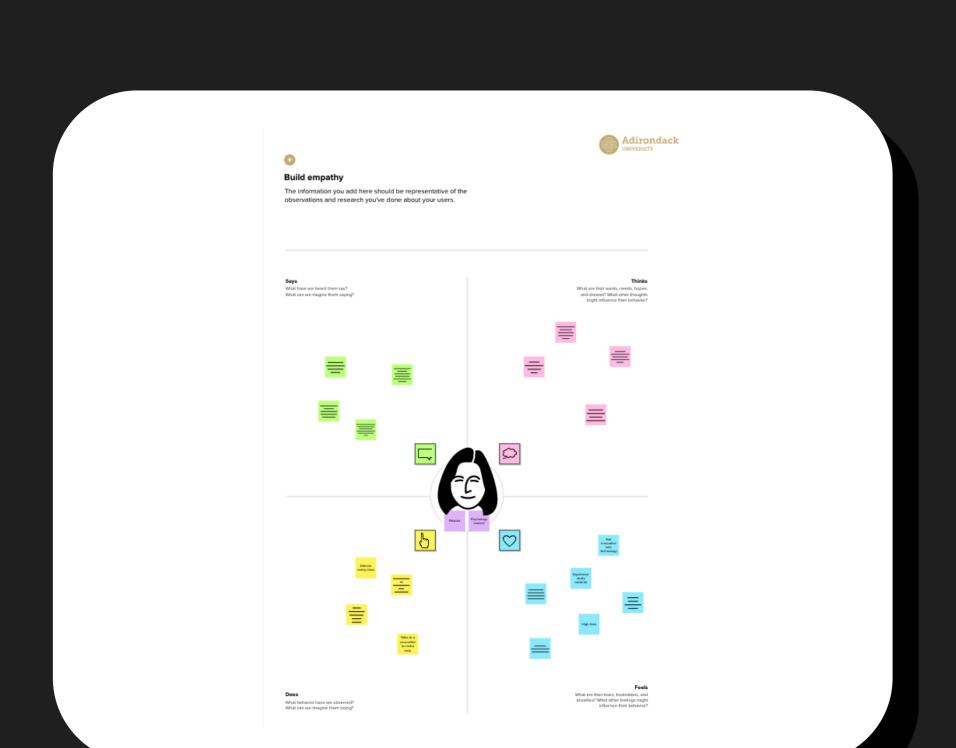
Frustrations:
Frustration with
unclear or
misleading
product
description
,pricing,or policies

Fears:
Fear of being scammed or deceived by salespeople or retailer

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

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See a finished version of this template to kickstart your work.

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