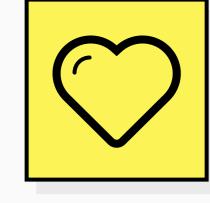


Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

customers

complaining

wait times or

poor customer

about long

service.

store managers

frustration with

performance, store

expressing

employee

layout,or

operational

inefficiencies.

What are they hearing from colleagues?

WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

 when creating an empathy map for a retail management application,you may want to empathize with the end-user, who could be a store manager or an employee in the retail industry.

 you may also want to understand the perspective of the customers who shop in the store. by putting yourself in their shoes,you can gain a better understanding of expectations,concerns,and preferences when shopping.

GOAL

What do they need to DO?

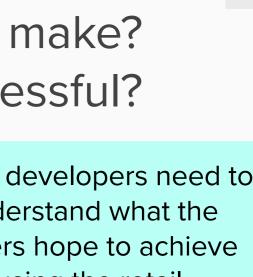
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

data analysis tools to

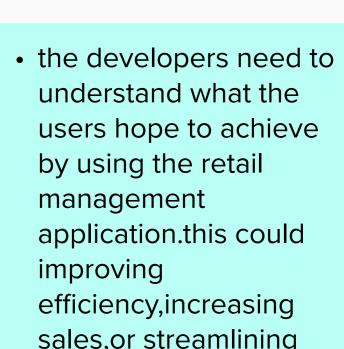
help them understand

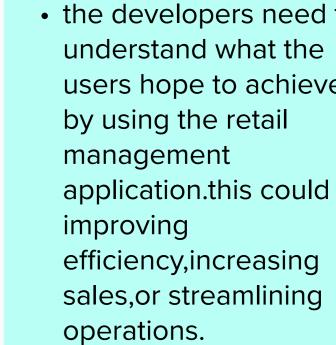
includes generating

data, and identifying.



 the application should provide users with sales their business better. this reports, visualizing sales

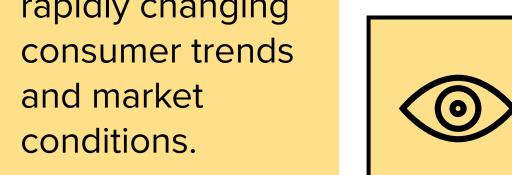




 customer information, such as their contact details,purchase history,and loyalty program

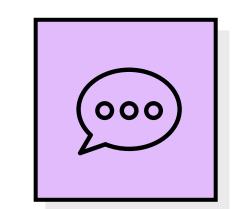
status.

 the retail industry can be highly competitive and challenging,with rapidly changing consumer trends and market



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

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

> "i need more advanced reporting and analytics to make better business decisions.

"it would be great if the application had a mobile app for easier access and on-the-go management."

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

> fear of losing customers due to poor inventory management or slow checkout process.

 frustration with the limitations of their current systems and software, which may not be able to handle the demands of

growing business.

What are their wants,

 dreaming of an allin-one solution that integrates with other systems and automates manual processes

 needing real-time visibility into inventory levels,sales customer

GAINS

needs, hopes, and dreams?

to save time and improve efficiency.

performance, and insights.

What other thoughts and feelings might influence their behavior?

 if the application is not meeting their needs or causing delays and erroes,retail managers may become frustrated and consider switching to a different system.

 if the application has a strong track record of reliability and user support,retail managers are more likely to trust it and continue using it.

(\wedge)

What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing? a retail management applications is software that helps retailers manage their businesses more effectively.

 an empathy map canvas,on the other hand, is atool used to understand the needs,desires,and pain points of a specific user or

customer.