

WHO are we empathizing with?

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



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?

They hear complaints

They hear suggestions to improve their bussiness

Retailers

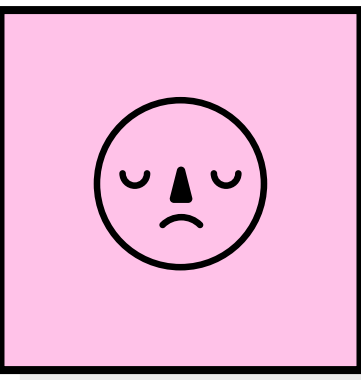
Not reaching enough customer circle

GOAL

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



GAINS

What are their wants, needs, hopes, and dreams?

Not being able to sucess

They are fear of taking risks

They might feel low about the situation

They might get demotivated or the opposite

They want to improve their business.

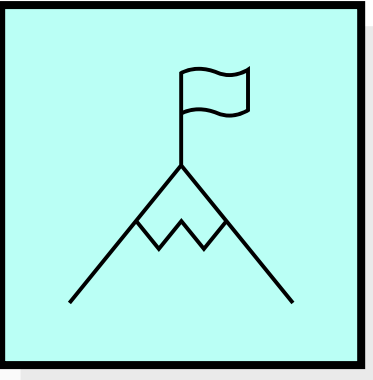
To get customers satisfactions

-----What other thoughts and feelings might influence their behavior?-----

They keep doing the same mistakes everyday

What do they need to DO?

What do they need to do differently?
What decision(s) do they need to make?

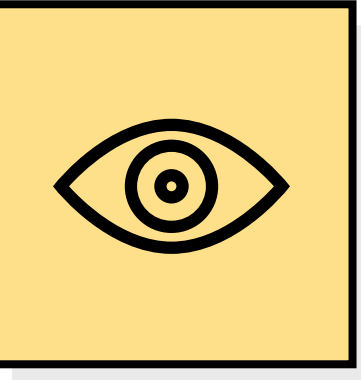


They need to establish their business in online to reach wide range of customers

They need to make the decision of whether to continue the business in offline mode or switch to online mode

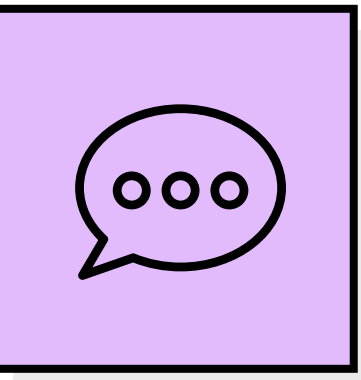
They see others getting improments

They see problems with communication between customers and retailers



What do they SEE?

What do they see in their immediate environment?
What do they see others saying and doing?

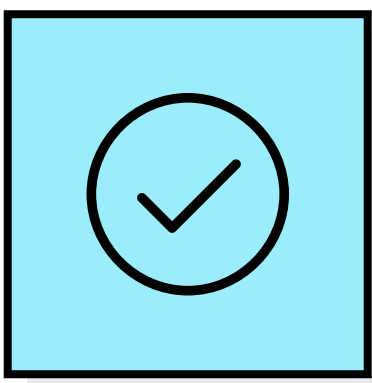


What do they SAY?

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

They say about their problems and complaints

They shouldn't hide any important details from us



What do they DO?

What behavior have we observed?