# Ideation Phase
# Empathize & Discover

| Date | 31 January 2025 |
|---|---|
| Team ID | LTVIP2025TMID48762 |
| Project Name | Strategic Product Placement Analysis |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

# Empathy Map — *Product Positioning* (Retail Perspective)

## Think & Feel
- Is our product placed in th right position to attract buyers?
- How can we increases sales volume through better positioning?

## Hear
y isn't this othe
hain aisle?
dn't notice this brand
ere."
he, hidden behind other
er products.
es feam feedback:
ange the product
ition."

## See
- Competitor prode at eye-level.
- Some shelves are and disorganized
- Customers skippi with our producti
- Better visibility o other brands/pro
- High traffic near or store entrance

## Say & Do
- Complain to manager/store assiciace about visibility
- Attempt new positioning trials (Aisle, End-cap, Front)
- Discuss sales diop in meetings.
- Recommend visual merchandisising.
- Request promotional space

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visibility despite high quality
s of customers to competitors with
ter placement.
es don't reflect product potential
keting costs wasted duto to poor

## Gain
- Boost in sales with front-of-store or end-cap placement.
- Better understanding of custome behav
- Higher foot traffic equals higher produ
- Strategic placement boosts ROI