EMPATHY MAP

PRODUCT : GLOBAL SALES DATA ANALYTICS **USER PERSONA :** DECISION MAKERS OF AN ECOMMERCE

STORE

What do they THINK AND FEEL? "Analysis not what really counts providing sufficient "Data is the major preoccupations new gold" gains" companies benefitting Is it worth investing What do they What do they from data time and HEAR? analytics SEE? money? what mends say what boss say what influencers say numbers "Similar what the market offers solutions available at lower prices" "What are Ask business contacts about my competitors What do they "I want something reliable" SAY AND DO? using?" their experience with data analytics attitude in public appearance behavior towards others **PAIN** GAIN "wants" / needs measures of success Technical frustrations Forecast knowledge Efficient obstac**l**es obstacles Reliability of demand for requirement Unorganized inventory Detailed the analysis sales data management products sales report