

## Empathy Map

**Title:** Understanding the GoldSmith's Experience

**Purpose:**

To empathize with the primary user of the system—the GoldSmith—and understand their needs, behaviors, and frustrations. This will help shape user-centric design and functionality.

Quadrant	Insights
SAYS	"I can't keep track of how many gold items are left." "Each customer's order history is scattered." "Calculating total billing manually is time-consuming."
THINKS	"What if a customer asks about a previous order?" "I wish I had a way to know which items are in demand." "How do I make data-driven decisions?"
DOES	- Records items manually on paper - Calls customers for updates - Calculates amounts manually using calculator or Excel
FEELS	- Overwhelmed by unstructured records - Worried about losing valuable data - Curious but cautious about digital tools

**Conclusion:**

The user is deeply engaged in the business but lacks technological support. A simple, intuitive, and visually driven system is essential to improve efficiency and comfort.