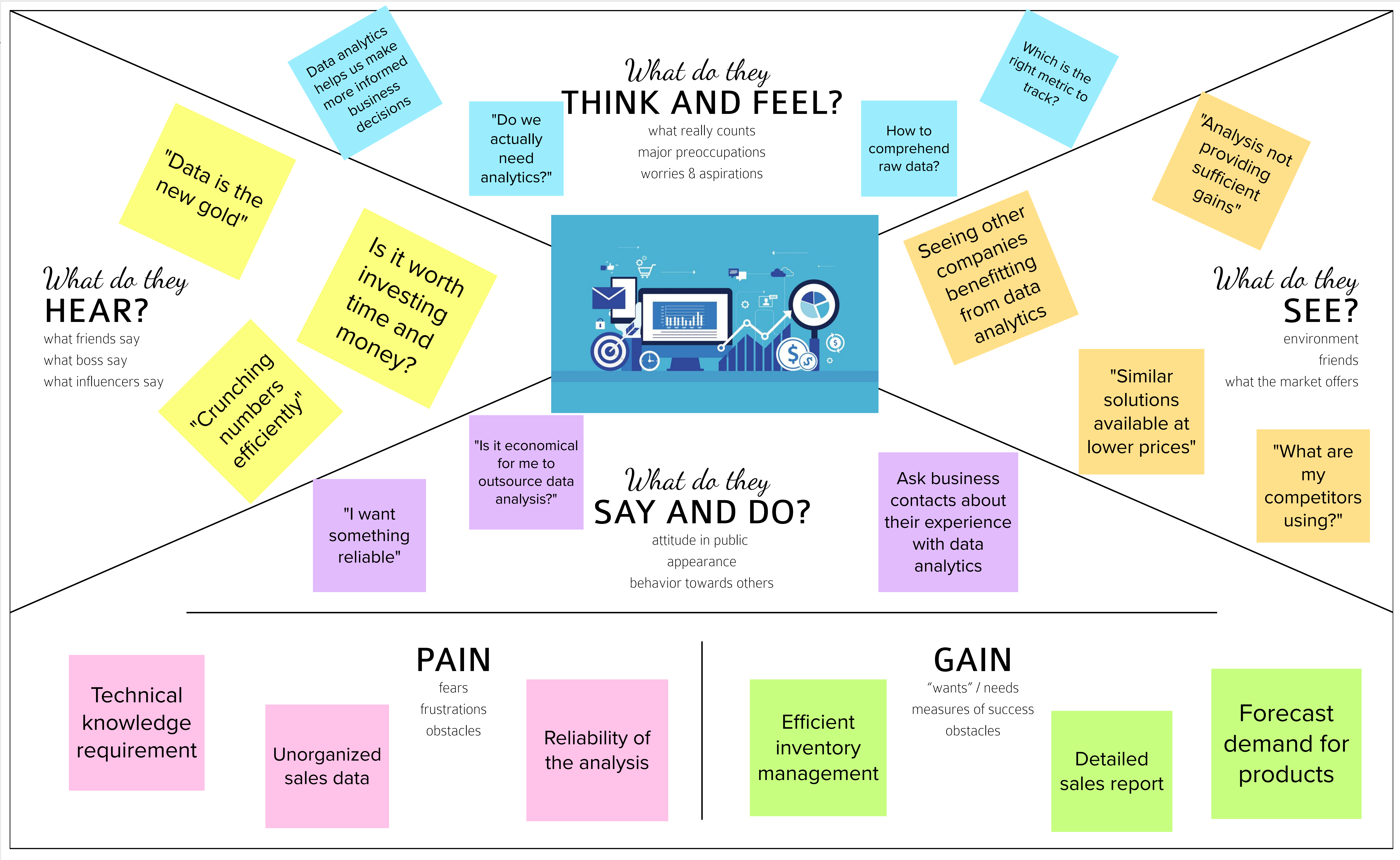# Empathy Map

IBM TEAM ID: PNT2022TMID35428

Gain insight and understanding on solving customer problems.

Product: Global Sales data analytics.

User Persona: Decision makers of an ecommerce store

Data analytics helps us make more informed business decisions

Which is the right metric to track?

What do they THINK AND FEEL?

"Do we actually need analytics?"

what really counts
major preoccupations
worries & aspirations

How to comprehend raw data?

"Analysis not providing sufficient gains"

"Data is the new gold"

What do they HEAR?

what friends say
what boss say
what influencers say

Is it worth investing time and money?

Seeing other companies benefitting from data analytics

What do they SEE?

environment
friends
what the market offers

"Crunching numbers efficiently"

"Similar solutions available at lower prices"

"Is it economical for me to outsource data analysis?"

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Ask business contacts about their experience with data analytics

"What are my competitors using?"

"I want something reliable"

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Technical knowledge requirement

Unorganized sales data

Reliability of the analysis

Efficient inventory management

Detailed sales report

Forecast demand for products