Empathy Map

Date: 31 January 2026

Team ID: LTVIP2026TMIDS78157

Project Name: Strategic Product Placement Analysis

Maximum Marks: 4

Empathy Map – Retail Product Placement Analysis

Target User / Stakeholder

Retail Store Manager / Marketing Manager / Business Analyst

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1. THINKS

Which product placement strategy increases sales the most?

Are promotions actually improving sales volume?

Which product categories perform better in each store position?

How does customer demographic affect sales performance?

What is the impact of seasonal demand on sales?

How competitor pricing affects our pricing decisions?

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2. FEELS

Feels pressure due to increasing competition in the retail market.

Feels confused because of large datasets and lack of clear insights.

Feels responsible for improving revenue and customer satisfaction.

Feels uncertain about where to place products for maximum visibility.

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3. SAYS

"We need better product placement to increase sales."

"Our competitors are pricing aggressively."

"Promotions should bring more customers."

"We need data-driven decisions instead of assumptions."

"We should focus on the right customer group."

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4. DOES

Checks sales reports regularly.

Plans promotions and seasonal offers.

Changes product placement based on experience.

Observes customer behavior inside the store.

Compares competitor pricing and adjusts product prices.

Makes decisions about store layout and shelf arrangement.

PAIN POINTS

Lack of clear understanding of best product placement strategy.

Difficult to analyze large data manually.

Unsure about effectiveness of promotions.

Hard to identify which customer demographic generates high sales.

Need for quick and interactive dashboards for decision making.

GAINS (NEEDS)

Clear visualization of sales trends based on placement strategy.

Identification of best product position for high revenue.

Understanding customer preferences and demographic contribution.

Better promotion planning to improve conversion rates.

☐ Easy-to-use dashboard and story for business presentation.

Empathy Map
Retail Product Placement Analysis

THINKS

- Which product placement strategy increases **sales the most?**
- Are promotions actually improving **sales** volume?
- Which product **categories** perform better in each satore position? 🔵 Consumer Demographics **contribute** sales?

FEELS 😐

- Feels pressure due to **increasing** competition in the retail market
- Feels **confused** because of large **datasets** and lack of clear insights
- Feels responsible for improving revenue and customer satisfaction

SAYS

- "We need **better** product placement to increase **sales**."
- "Our **competitors are pricing** aggressively."
- "Promotions should bring more customers."
- "We need **data-driven** decisions instead of asmutons."

Retail Store Manager/ Marketing Manager/ Business Analyst

DOES

- Checks **sales reports** regularly.
- Plans **promotions** and seasonal offers.
- Changes product placement based on experience.
- Browers customer **behavior** inside the store.

PAIN POINTS

- Lack of clear understanding of best product placement strategy.
- Difficult to analyze large data manually.
- Unsure about **effectiveness** of promotions.
- Hard to identify which customer demographic generates high sales.

GAINS (NEEDS)

- **Clear visualization** of sales trends based on placement strategy.
- **Identification** of **best product position** for high revenue.
- Understanding customer **preferences** and demographic contribution.
- **Better promotion** planning to improve conversion rates.
- **Easy-to-use** dashboard and **story** for business presentation.