Empathy Map

Date: 31 January 2026

Team ID: LTVIP2026TMIDS24920

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?

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- Feels **confused** because of large **datasets** and lack of clear insights
- Feels responsible for improving revenue and customer satisfaction

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- "Our **competitors are pricing** aggressively."
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Retail Store Manager/
Marketing Manager/
Business Analyst

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- **Clear visualization** of sales trends based on placement strategy.
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- Understanding customer **preferences** and demographic contribution.
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