

## Ideation Phase

### Empathize & Discover

Date	02 November 2023
Team ID	Team-592110
Project Name	Wholesale Customer Segmentation
Maximum Marks	4 Marks

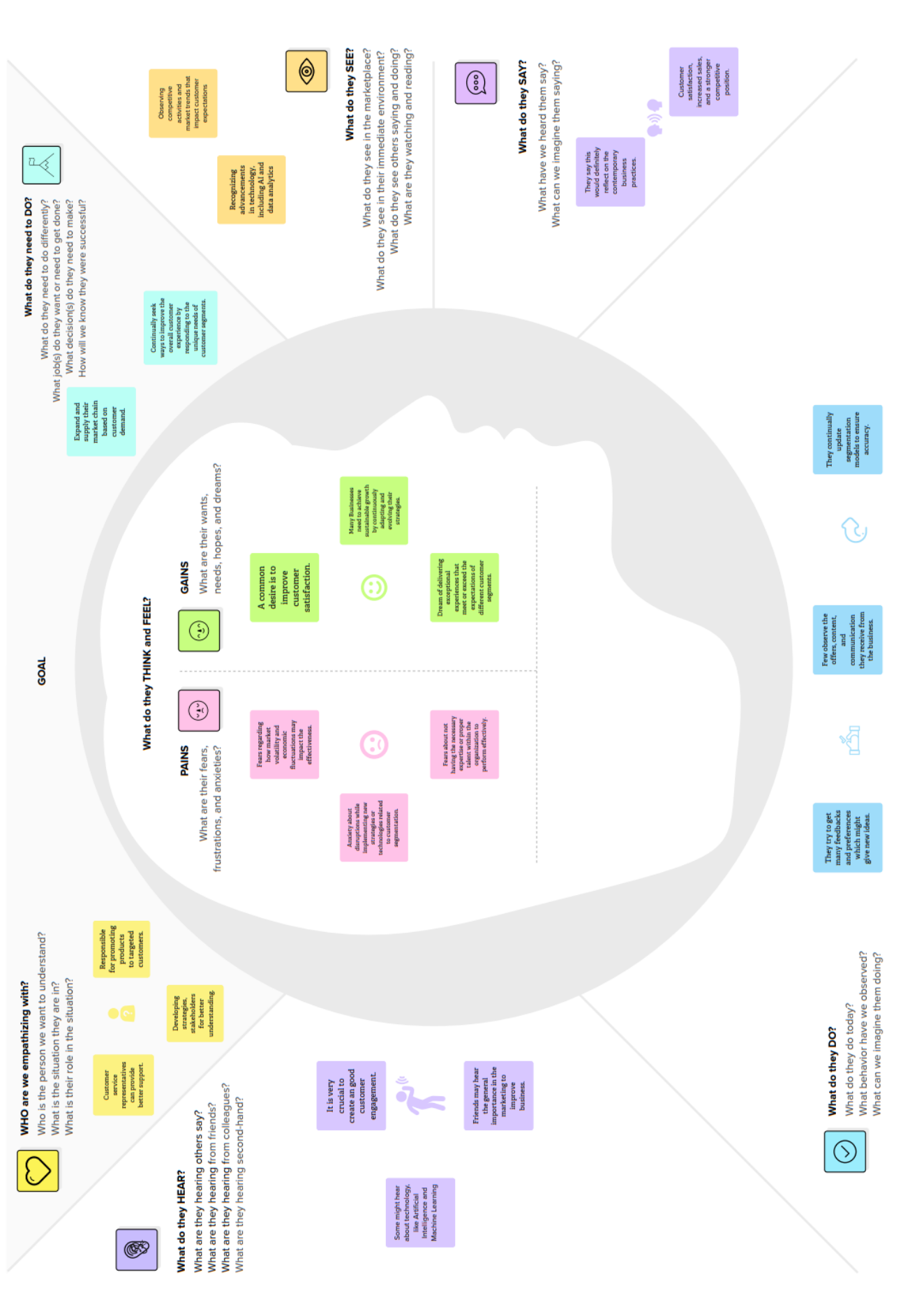
#### **Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

#### **Wholesale Customer Segmentation:**



## What do they THINK and FEEL?

### PAINS

What are their fears, frustrations, and anxieties?



Fears regarding how market volatility and economic fluctuations may impact the effectiveness.

Anxiety about disruptions while implementing new strategies or technologies related to customer segmentation.



Fears about not having the necessary expertise or proper talent within the organization to perform effectively.



### GAINS

What are their wants, needs, hopes, and dreams?

A common desire is to improve customer satisfaction.



Many Businesses need to achieve sustainable growth by continuously adapting and evolving their strategies.

Dream of delivering exceptional experiences that meet or exceed the expectations of different customer segments.