**Stage 1 – Empathize Deliverable**

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|  |  | USER PROFILES |  |
|  | **Regular Employee** | **Manager Employee** | **Owner** |
| *What tasks do they currently perform?* | * Selling books * Write condition, location, price paid down | * Manage the bookstore * Manage employees * Manage inventory | * Sales and inventory are recorded in excel after gathering paper documents (tedious) |
| *What are the hardest/most frustrating aspects of their current system?* | * Sales are recorded by pen and & paper * Can’t keep track of individual performance and sales | * Can’t search inventory in one place * Can’t account for mistakes on sales/employee entries | * Can’t pull reports * Can’t keep track of which employee is making changes * Can’t see linked inventory * Can’t recalculate prices based on price history |
| *When do they typically perform their tasks?* | * When a sale is made | * When sale is made | * End of day * Possibly when sale is made |
| *How would this change improve their feelings about completing their tasks?* | * Makes it easier for inventory tracking across locations * Saves time by not having to write everything down * Saves headache of losing paper | * Saves headache of double data entry (paper/excel) * Better employee performance tracking | * Can lead to more financial reports and tracking (increase revenue) * Can lead to improved processes |
| *How do their tasks, feelings, or responsibilities differ from the other profiles?* | * Tasks are tedious * Has to call other stores for inventory * Can add, update inventory | * Can mark books as sold in new system * Can override entries * Can add, update, delete | * No way of tracking inventory across stores * No unified rating system * No way of unifying back records for revenue keeping |
| *What are the set of skills that they currently possess?* | * Able to use excel, laptop/tablet | * Able to use excel, laptop/tablet | * Ability to sell books * Generated a customer base |

**Information Interview**

