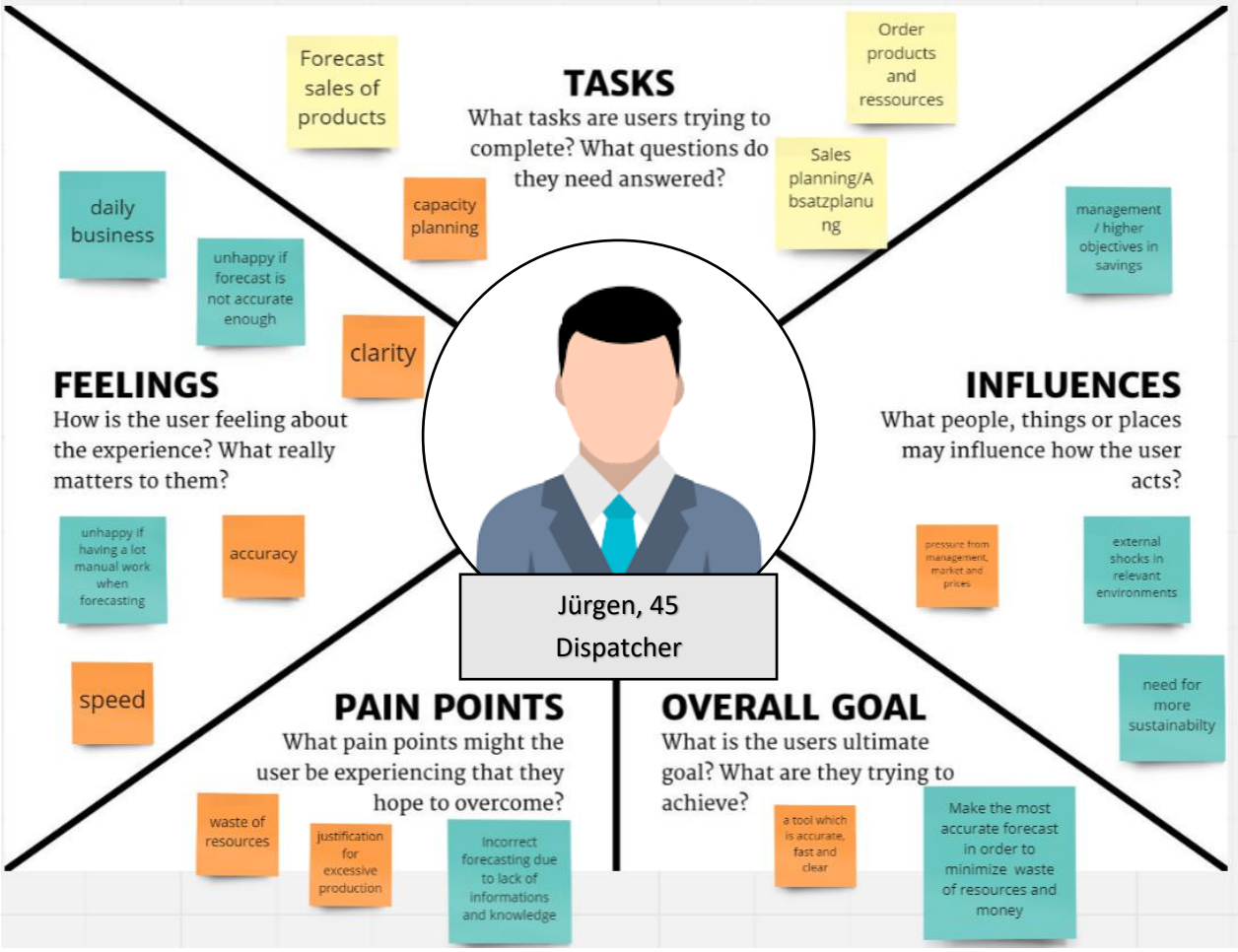
Empathy Map


TASKS
What tasks are users trying to complete? What questions do they need answered?
Forecast sales of products
Order products and ressources
Sales planning/Absatzplanung
capacity planning
FEELINGS
How is the user feeling about the experience? What really matters to them?
daily business
unhappy if forecast is not accurate enough
clarity
unhappy if having a lot manual work when forecasting
accuracy
speed
INFLUENCES
What people, things or places may influence how the user acts?
management / higher objectives in savings
pressure from management, market and prices
external shocks in relevant environments
need for more sustainabilty
Jürgen, 45
Dispatcher
PAIN POINTS
What pain points might the user be experiencing that they hope to overcome?
waste of resources
justification for excessive production
Incorrect forecasting due to lack of informations and knowledge
OVERALL GOAL
What is the users ultimate goal? What are they trying to achieve?
a tool which is accurate, fast and clear
Make the most accurate forecast in order to minimize waste of resources and money