**Section 1: Interview Questions**

1. What are the steps from order placement to final delivery?
2. Where do most delays or rework happen?
3. Are tools like Excel or email still in use for handoffs?
4. What challenges do you face during peak order periods (e.g., holiday sales)?
5. How is inventory availability managed?
6. How do customers report issues or returns?
7. What would help you speed up fulfillment?

**Section 2: Interview Notes – E-Commerce Order-to-Delivery Process**

These notes summarize insights from four anonymized stakeholder interviews to understand the current order-to-delivery workflow, pain points, and opportunities for improvement in a small online retail operation.

**Interview 1: John – Warehouse Operations Lead**

**1. Process Overview:**

* Order → Payment confirmation → Inventory check → Picking & Packing → Courier pickup → Delivery.

**2. Pain Points:**

* Picking delays when SKUs are stored in wrong bins or when barcode scanners fail to sync.

**3. Tools Used:**

* Excel sheets for pick lists.
* Email for confirming daily dispatch loads.

**4. Peak Challenges:**

* During Black Friday or Diwali, workforce shortages and manual inventory checks cause chaos.

**5. Inventory Management:**

* Mostly manual — updated once daily in Excel after physical stock counts.

**6. Returns Handling:**

* Warehouse logs returns manually, then passes details to support for contacting customers; takes 3–4 days.

**7. Suggested Improvements:**

* Real-time inventory system.
* Barcode automation to speed up picking and reduce delays.

**Interview 2: Sneha – Customer Support Specialist**

**1. Process Overview:**

* Order placed → System logs it → Order confirmed → Assigned to courier → Delivered.

**2. Pain Points:**

* Missed courier pickups due to coordination errors or incorrect addresses.

**3. Tools Used:**

* Zendesk for support.
* Email to coordinate with operations; no centralized order tracking view.

**4. Peak Challenges:**

* Difficult to track delayed orders unless customers complain first.

**5. Inventory Management:**

* Not directly involved in inventory, but customer complaints arise when items are marked as shipped but aren’t.

**6. Returns Handling:**

* Customers email or call; details logged manually, then forwarded to warehouse.

**7. Suggested Improvements:**

* Dashboard showing real-time order status and courier sync to reduce complaint calls.

**Interview 3: Jahnavi – Order Fulfillment Coordinator**

**1. Process Overview:**

* Order placed → Payment verified → Email sent to warehouse → Item packed → Tracking generated → Customer notified.

**2. Pain Points:**

* Payment-to-warehouse handoff is slow; Excel sheets emailed every evening cause delays.

**3. Tools Used:**

* Excel and Gmail still widely used, especially during system glitches.

**4. Peak Challenges:**

* Order spikes lead to backlog in approvals and delayed warehouse handoffs.

**5. Inventory Management:**

* No live sync; relies on previous day’s stock count, leading to unexpected stockouts.

**6. Returns Handling:**

* Customers submit Google Form tickets; support responds within 48 hours.

**7. Suggested Improvements:**

* Integrating order system directly with warehouse application to remove manual steps.

**Summary of Key Themes:**

* **Manual Processes:** Heavy reliance on Excel, email, and manual updates for both inventory and handoffs.
* **Bottlenecks:** Courier pickups, payment-to-warehouse communication, and inventory updates are slow.
* **Lack of Real-Time Data:** Absence of centralized, live-tracking systems causes delays and customer dissatisfaction.
* **Peak Season Strain:** Workforce shortages and outdated processes lead to operational chaos during sales events.
* **Desired Improvements:** Real-time inventory sync, barcode scanning automation, and integrated order-warehouse systems.

**Section 3: Interview WhatsApp Screenshots**

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