

Project Design Phase-II

Customer Journey Map

Date	7 October 2022
Team ID	PNT2022TMID48371
Project Name	Retail Store Stock Inventory Analytics



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

<div>Scenario</div> <div>Retail Store Stock Inventory Analytics</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Join the waitlist</div> <div>Get Behind The Counter</div> <div>Visibility of Stock Levels</div> <div>Using Analytics</div>	<div>Request a Report</div> <div>Use Tool Capabilities</div> <div>Accessing Reports</div> <div>Interacting Directly with Support</div>	<div>Requesting a Report</div> <div>Interacting with Support</div> <div>Interacting with Support</div> <div>Interacting with Support</div> <div>Interacting with Support</div>	<div>Get Offered a Report</div> <div>Accessing the Report</div> <div>Interacting with Support</div> <div>Interacting with Support</div>	<div>View Report</div> <div>Feedback</div> <div>Recommendations</div> <div>Interacting with Support</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way? • People: Who do they see or talk to? • Places: Where are they? • Things: What digital touchpoints or physical objects would they use?</div>	<div>Customer Care Agent/Support Team</div> <div>Admins/Support Team</div> <div>Admins/Support Team</div> <div>Admins/Support Team</div>	<div>Admins/Support Team</div> <div>Admins/Support Team</div> <div>Admins/Support Team</div> <div>Admins/Support Team</div>	<div>Admins/Support Team</div> <div>Admins/Support Team</div> <div>Admins/Support Team</div> <div>Admins/Support Team</div>	<div>Admins/Support Team</div> <div>Admins/Support Team</div> <div>Admins/Support Team</div> <div>Admins/Support Team</div>	<div>Admins/Support Team</div> <div>Admins/Support Team</div> <div>Admins/Support Team</div> <div>Admins/Support Team</div>
<div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div>	<div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div>	<div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div>	<div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div>	<div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div> <div>Help Me To Understand the Situation</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What does do we have? What have others suggested?</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>	<div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div> <div>Get Behind The Counter</div>