

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP







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DOMAIN NAME	DATA ANALYTICS
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.

Tip

As you add steps to the experience, place each three "Five Es" to the left or right depending on the scenario you are documenting.

 Scenario Browsing, booking, attending, and rating a local city tour	 Entice How does someone initially become aware of this process?	 Enter What do people experience as they begin the process?	 Engage In the core moments in the process, what happens?	 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	<div>Many websites</div> <div>Word of mouth</div> <div>Referrals from friends</div> <div>Local newspaper</div> <div>Referrals from friends</div>	<div>Analogy</div> <div>Get a list about new product</div>	<div>Security</div> <div>Secure transaction process</div>	<div>Profit</div> <div>Share feedback</div> <div>Getting paid by using different inventory management</div> <div>Using application to manage inventory will reduce the time spent</div>	<div>Product knowledge</div> <div>Reseller will gain knowledge about the software and why it works</div>
Interactions 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>Other Resellers, Who have similar problem</div> <div>Warehouse</div>	<div>Desktop and customers</div> <div>Database to store the inventory data</div>	<div>Employees of the retail store</div> <div>Product catalogs</div>	<div>Employees - Train the employees to use the system</div> <div>Interact with the customers about the profit and loss of the products</div>	<div>Recommend to others</div> <div>Social media reviews</div>
Goals & motivations At each step, what is a person's primary goal or motivation?	<div>Help me by creating user-friendly application for stock analysis</div> <div>Help me to store all data without any loss</div>	<div>Help me to access the data whenever required</div> <div>Help me not to get any corruption while fetching specific user details</div>	<div>Help me giving alerts during low stock</div> <div>Help me to generate the purchase orders automatically</div>	<div>Help me to do secure transaction process</div> <div>Help me not to lose any data</div>	<div>Help me to get authentication for data security</div> <div>Help me to track all purchase payments</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Resellers find it exciting to see the profit gained by using efficient inventory management</div> <div>It is motivating to know that the database system is not corrupt and the data is secure</div>	<div>The inventory stock management process becomes simple and hassle free</div> <div>Resellers tend to spend less time on inventory and more time focusing on the business</div>	<div>Resellers receive experience a efficiency of understanding or understanding</div> <div>Resellers earn more profit</div> <div>Resellers is highly motivated to expand their business</div>	<div>Resellers feel delighted at high profit</div>	<div>Resellers really like this approach and would recommend to their colleagues</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Resellers may find it hard to manage the data when it is not secure</div> <div>Resellers may find it hard to manage the data when it is not secure</div>	<div>Resellers may get confused or angry when the data is not secure</div> <div>Resellers may get confused or angry when the data is not secure</div>	<div>Resellers may get confused or angry when the data is not secure</div> <div>Resellers may get confused or angry when the data is not secure</div>	<div>Data security and integrity may not be fully maintained</div> <div>Resellers may find it hard to manage the data when it is not secure</div>	<div>Resellers may find it hard to manage the data when it is not secure</div> <div>Resellers may find it hard to manage the data when it is not secure</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Could we create a user-friendly application for stock analysis</div>	<div>Could we create a user-friendly application for stock analysis</div>	<div>Could we create a user-friendly application for stock analysis</div>	<div>Could we create a user-friendly application for stock analysis</div>	<div>Could we create a user-friendly application for stock analysis</div>