

Project Design Phase-I
Proposed Solution

Date	10 October 2022
Team ID	PNT2022TMID04942
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	2 Marks



Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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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.

	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>Visit website or app</div> <div>Customer researches the value proposition of the product</div> <div>Choose the device</div> <div>Customer researches and analyzes the available app</div> <div>View available products</div> <div>Customer researches product quality</div> <div>Visit website or app</div> <div>After receiving product, customer reviews the app</div>	<div>Look for the product</div> <div>Check the website for the product</div> <div>Cart Management</div> <div>Review the product and add to cart</div> <div>Review Payment information</div> <div>Review the product and add to cart</div> <div>Review Payment information</div> <div>Review the product and add to cart</div>	<div>Review the product</div> <div>Review the product and add to cart</div> <div>Review Payment information</div> <div>Review the product and add to cart</div> <div>Review Payment information</div> <div>Review the product and add to cart</div>	<div>Leave the website or app</div> <div>Review the product and add to cart</div> <div>Review Payment information</div> <div>Review the product and add to cart</div> <div>Review Payment information</div> <div>Review the product and add to cart</div>	<div>Review the product</div> <div>Review the product and add to cart</div> <div>Review Payment information</div> <div>Review the product and add to cart</div> <div>Review Payment information</div> <div>Review the product and add to cart</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>Website</div> <div>Mobile app</div> <div>Customer researches the value proposition of the product</div>	<div>Website</div> <div>Mobile app</div> <div>Customer researches the value proposition of the product</div>	<div>Website</div> <div>Mobile app</div> <div>Customer researches the value proposition of the product</div>	<div>Website</div> <div>Mobile app</div> <div>Customer researches the value proposition of the product</div>	<div>Website</div> <div>Mobile app</div> <div>Customer researches the value proposition of the product</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me learn more</div> <div>Help me learn more</div> <div>Help me learn more</div>	<div>Help me learn more</div> <div>Help me learn more</div> <div>Help me learn more</div>	<div>Help me learn more</div> <div>Help me learn more</div> <div>Help me learn more</div>	<div>Help me learn more</div> <div>Help me learn more</div> <div>Help me learn more</div>	<div>Help me learn more</div> <div>Help me learn more</div> <div>Help me learn more</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Customer researches the value proposition of the product</div> <div>Customer researches the value proposition of the product</div>	<div>Customer researches the value proposition of the product</div> <div>Customer researches the value proposition of the product</div>	<div>Customer researches the value proposition of the product</div> <div>Customer researches the value proposition of the product</div>	<div>Customer researches the value proposition of the product</div> <div>Customer researches the value proposition of the product</div>	<div>Customer researches the value proposition of the product</div> <div>Customer researches the value proposition of the product</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Customer researches the value proposition of the product</div> <div>Customer researches the value proposition of the product</div> <div>Customer researches the value proposition of the product</div>	<div>Customer researches the value proposition of the product</div> <div>Customer researches the value proposition of the product</div>	<div>Customer researches the value proposition of the product</div> <div>Customer researches the value proposition of the product</div>	<div>Customer researches the value proposition of the product</div> <div>Customer researches the value proposition of the product</div>	<div>Customer researches the value proposition of the product</div> <div>Customer researches the value proposition of the product</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Review the product</div> <div>Review the product and add to cart</div> <div>Review Payment information</div>	<div>Review the product</div> <div>Review the product and add to cart</div> <div>Review Payment information</div>	<div>Review the product</div> <div>Review the product and add to cart</div> <div>Review Payment information</div>	<div>Review the product</div> <div>Review the product and add to cart</div> <div>Review Payment information</div>	<div>Review the product</div> <div>Review the product and add to cart</div> <div>Review Payment information</div>

