


customer journey

<u>DATE</u>	<u>10-10-2022</u>
<u>TEAM ID</u>	<u>PNT2022TMID43190</u>
<u>PROJECT NAME</u>	<u>Inventory Management System for Retailers in Cloud Application Development</u>
<u>MARK</u>	<u>4 MARKS</u>

CUSTOMER JOURNEY: INVENTORY MANAGEMENT SYSTEM FOR RETAILERS















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.

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.

	Identify  Bring together, identify, and define a "lead city tour"	Entice  How does someone initially become aware of the process?	Enter  What do people experience as they begin the process?	Engage  In the core experience, to the process, what happens?	Exit  What do people typically experience as the process finishes?	Extend  What happens after the experience is over?
Steps  What steps does the person (or group) typically experience?	Finding a product available How to book the tour What to expect	First tour experience How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour
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 tool/object or physical object would they use?	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour
Goals & motivations  At each step, what is a person's primary goal or motivation? (Help me, " or "help me avoid.")	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour
Negative moments  What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour
Areas of opportunity  How might we make each step better? What ideas do we have? What have others suggested?	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour	How to book the tour How to book the tour

Download Customer Journey Map

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