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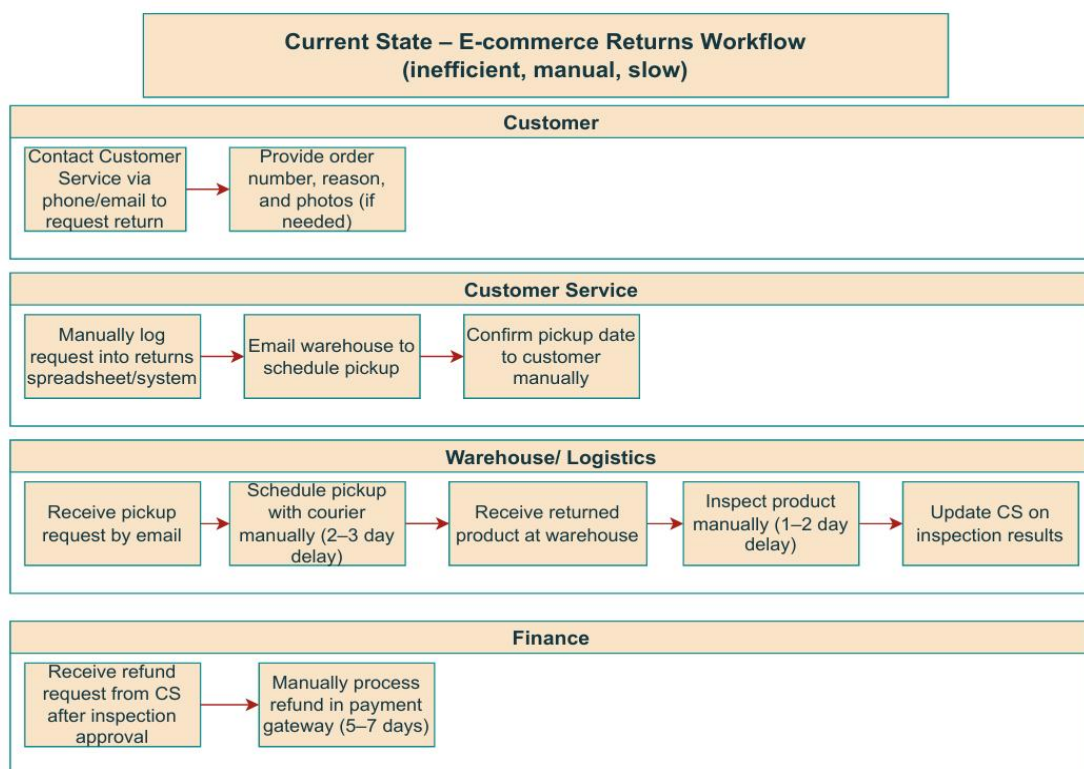
Project 2 – Process Mapping for E-Commerce Returns Workflow

Current vs Proposed Swimlane Diagrams + User Stories + Stakeholder Persona

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Section 1 – Current State Workflow

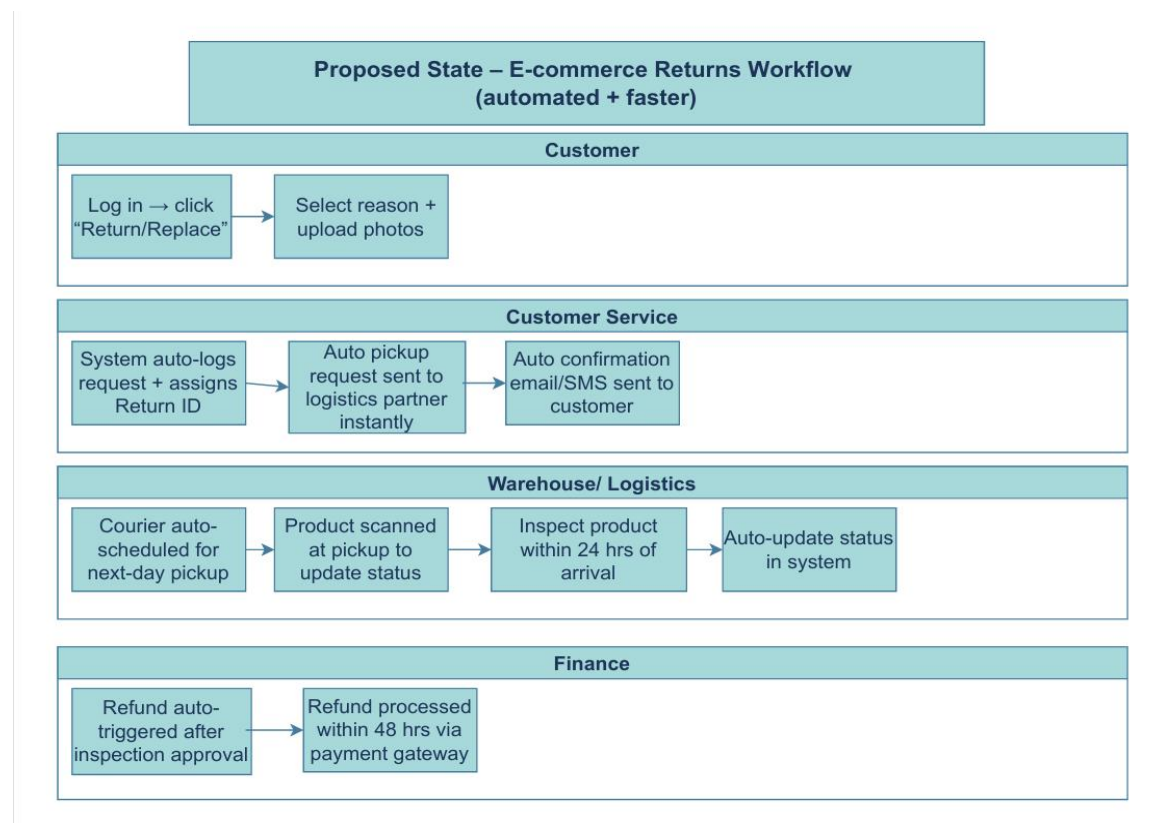
The current e-commerce returns process is inefficient, manual, and prone to delays. Multiple manual handoffs between teams create bottlenecks, increasing the overall return and refund cycle time. Customers face frustration due to limited communication and slow updates.



Caption: Manual process with multiple delays and manual handoffs, resulting in poor customer experience.

Section 2 – Proposed State Workflow

The proposed process introduces automation at key stages, reducing manual tasks and eliminating delays caused by email-based communication. Real-time updates and auto-triggered actions streamline the process, improving turnaround times for customers and internal teams.



Caption: Automated, faster process with improved customer communication and reduced cycle time.

Section 3 – Current vs Proposed Comparison

Aspect	Current State	Proposed State
Logging	Manual in spreadsheet	Auto-logged with Return ID
Pickup Scheduling	Email/manual, 2–3 day delay	Auto-scheduled next day
Product Inspection	Manual, 1–2 day delay	Scanned at pickup + 24 hr SLA
Refund Processing	Manual, 5–7 days	Auto-triggered within 48 hrs
Customer Updates	Manual confirmation	Auto email/SMS updates

Section 4 – User Stories

1. **As a** customer, **I want** to initiate a return online **so that** I don't have to call customer service.
2. **As a** warehouse staff, **I want** return pickups to be automatically scheduled **so that** I can process products faster.
3. **As a** finance officer, **I want** refunds to trigger automatically after inspection approval **so that** customers get their money quickly.

Section 5 – Stakeholder Persona Table

Stakeholder	Role	Goals	Pain Points
Customer	Product buyer	Easy returns, fast refunds	Long delays, multiple calls/emails
Customer Service	Service agent	Quick request handling, minimal manual work	Manual logging, back-and-forth communication
Warehouse	Logistics team	Fast product inspection and processing	Pickup delays, status updates not real-time
Finance	Payments team	Accurate, quick refunds	Manual payment processing, customer complaints

Section 6 – Summary

The proposed workflow reduces the total returns cycle from 7–14 days to as little as 3–5 days. Automation eliminates redundant steps, real-time tracking enhances visibility, and streamlined communication

improves the overall customer experience. This transformation not only benefits customers but also reduces workload for internal teams.