

## Project Design Phase II

### Customer Journey- Day 3

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Team ID	PNT2022TMID05629
Project Name	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.

**Product School**

**Document an existing experience**

Run your team back to a specific scenario or process with an existing product or service. In the **Step** row, document the step-by-step process someone typically experiences. Then add details to each of the other rows.

	Discover	Enrich	Enter	Engage	Exit	Extend
<b>Step</b>	<p>What is the starting point for the process? (e.g., how do you get to the product?)</p> <p>1. Step 1: Initial discovery</p>	<p>How does someone already become aware of the product?</p> <p>1. Step 2: Initial discovery</p>	<p>What do people experience as they begin the process?</p> <p>1. Step 3: Initial discovery</p>	<p>What do people experience in the process, what happens?</p> <p>1. Step 4: Initial discovery</p>	<p>What do people experience as they leave the process?</p> <p>1. Step 5: Initial discovery</p>	<p>What do people experience as they leave the process?</p> <p>1. Step 6: Initial discovery</p>
<b>Interactions</b>	<p>What interactions do they have at the start of the process?</p> <p>1. Step 1: Initial discovery</p>	<p>What interactions do they have at the start of the process?</p> <p>1. Step 2: Initial discovery</p>	<p>What interactions do they have at the start of the process?</p> <p>1. Step 3: Initial discovery</p>	<p>What interactions do they have at the start of the process?</p> <p>1. Step 4: Initial discovery</p>	<p>What interactions do they have at the start of the process?</p> <p>1. Step 5: Initial discovery</p>	<p>What interactions do they have at the start of the process?</p> <p>1. Step 6: Initial discovery</p>
<b>Goals &amp; motivations</b>	<p>What are the goals and motivations at the start of the process?</p> <p>1. Step 1: Initial discovery</p>	<p>What are the goals and motivations at the start of the process?</p> <p>1. Step 2: Initial discovery</p>	<p>What are the goals and motivations at the start of the process?</p> <p>1. Step 3: Initial discovery</p>	<p>What are the goals and motivations at the start of the process?</p> <p>1. Step 4: Initial discovery</p>	<p>What are the goals and motivations at the start of the process?</p> <p>1. Step 5: Initial discovery</p>	<p>What are the goals and motivations at the start of the process?</p> <p>1. Step 6: Initial discovery</p>
<b>Positive moments</b>	<p>What are the positive moments at the start of the process?</p> <p>1. Step 1: Initial discovery</p>	<p>What are the positive moments at the start of the process?</p> <p>1. Step 2: Initial discovery</p>	<p>What are the positive moments at the start of the process?</p> <p>1. Step 3: Initial discovery</p>	<p>What are the positive moments at the start of the process?</p> <p>1. Step 4: Initial discovery</p>	<p>What are the positive moments at the start of the process?</p> <p>1. Step 5: Initial discovery</p>	<p>What are the positive moments at the start of the process?</p> <p>1. Step 6: Initial discovery</p>
<b>Negative moments</b>	<p>What are the negative moments at the start of the process?</p> <p>1. Step 1: Initial discovery</p>	<p>What are the negative moments at the start of the process?</p> <p>1. Step 2: Initial discovery</p>	<p>What are the negative moments at the start of the process?</p> <p>1. Step 3: Initial discovery</p>	<p>What are the negative moments at the start of the process?</p> <p>1. Step 4: Initial discovery</p>	<p>What are the negative moments at the start of the process?</p> <p>1. Step 5: Initial discovery</p>	<p>What are the negative moments at the start of the process?</p> <p>1. Step 6: Initial discovery</p>
<b>Areas of opportunity</b>	<p>What are the areas of opportunity at the start of the process?</p> <p>1. Step 1: Initial discovery</p>	<p>What are the areas of opportunity at the start of the process?</p> <p>1. Step 2: Initial discovery</p>	<p>What are the areas of opportunity at the start of the process?</p> <p>1. Step 3: Initial discovery</p>	<p>What are the areas of opportunity at the start of the process?</p> <p>1. Step 4: Initial discovery</p>	<p>What are the areas of opportunity at the start of the process?</p> <p>1. Step 5: Initial discovery</p>	<p>What are the areas of opportunity at the start of the process?</p> <p>1. Step 6: Initial discovery</p>