Project Design Phase 2 - Customer Journey Map
Date 13th October 2022
Team ID PNT2022TMID09262
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, move each these "Five Es" the left or right depending on the scenario you are documenting.

SCENARIO

Browsing, booking, attending, and rating a local city tour

	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Heavy workLoad Loss Manual way of managing inventory is a tedious process Bad management leads to under stock or overstock	Anxiety Get a fear about new product	Security Secure transaction process	Profit Stress free Getting profit by using efficient Inventory Management Using application to manage inventory will reduce the man power	Product Knowledge Retailer will gain knowledge about the software and way of using it.
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?	Other Retailers Who faced similar problem Warehouse	Dealers and customers. Databases to store the inventory data.	Employees of the retail store Products/stocks	Employee - Train the employee to use the system Interact with the stakeholders about the profit and loss of the products	Recommend to others Social media - Review
Goals & motivations At each step, what is a person's primary goal or motivation?	Help me by Creating user friendly application for stock analysis Help me to store all data without any loss	Help me to access the data whenever required Help me not to get any corruption while fetching specific user detail	Help me giving alerts during low stock Help me to generate the purchase orders automatically	Help me to do secure transaction process Help me not to lose any data	Help me to get authentication for data security Help me to track all purchase payables
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Retailers find it exciting to see the profit gained by using efficient inventory management It is motivating to know about the alternative method for inventory management rather than the manual tedious process	The tedious stock management process becomes simple and hustle free Retailers tend to spend their time on innovative ideas to improve their business rather than spending time on inventory	Retailers never experience a difficulty of understocking or overstocking Retailers earns more profit Retailers is highly motivated to extend his/her business.	Retailers feel delightful of high profit	Retailers really like this approach and would recommend to their colleagues.
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Retailers may find it costly to implement the application into their organization Retailers may have the fear whether it will be right choice or not.	Retailer may get confused on where to start on converting the manual process into automated one. Since the application is entirely new for retailers, they may feel frustrated at times on using the application.	Sometimes retailers may end up in loss due to miscalculations.	Data security and integrity must be achieved at any cost Reduced physical audits may have affected some loss.	Some retailers may have unedlightful experience due to lack of knowledge in using the application
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Could we provide the selected services that the retailers need so that the can pay only for that.	Data visualization of stock details is far more easier to understand than going through the entire list of stocks. Notification alert on understock or overstock	Integrating with accounting process to track cash flow. Decision making done based on various factors like seasonal stocks, location based etc. How might we effectively notify about the overstock or understock.	How might we make retailers understand about using the application How might we provide detailed and understandable report on inventory	How might we help retailers to use the application for the large scale