## **Project Design Phase-IlCustomer Journey Map**

Date	17 October 2022
Team ID	PNT2022TMID14771
Project Name	Project - Inventory Management System For Retailers
Maximum Marks	4 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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Retail store stock inventory analytics

The interface of retailer with stock inventory analytics and interaction of customer to buy inventory from retailer.

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 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?	The customer enters required details to required details to replication  The austomer logins with credentials submitted  The retailer collects the sales dataset	View Product Review  Check stock  Sales  The customer views other peoples review about the product  In stock  The retailer checks the sales details	Stock details Track Inventory Reordering points Product quality and quantity  The retailer updates the stock details The retailer track the inventory available If out of stock reordering of stock is done stock details to do not be stock	Satisfaction if required product was is purchased  The retailer makes sure the required product is in stock  The rotailer collects review about the product quality from customers,	Share Success secret Share review of product  Share stock details
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?	Hears review about roduct quality Retailer  Product quality  Updating stock inventory	Access website for free Retailer checks Profit / Loss information  Hears review about product quality	Make reordering if product is out of stock  checks quality of product  Customer checks the product availability  Checks review	Submit review To retailer  Suggestions if any	Suggests to make Feedback about inventory on stock Stock Inventory
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	User Interaction for review about the product Spread Information	make products List  available  View products only in  stock	Checking if requirede Checking review for quantity is available particular product on how to do	Video record about the product will come people review in stock	Share details of must sold product
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Login without any issus Credentials verified	Product details Easy search available	Required product is available Good review about product quality  Satisfied with product stock available based on sales	Good review about Happy customers	Share success secret
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Network issues Fear about reviews	Complications	Disappointed if Retailer depressed product is out of that couldn't make stock product on stock	Review may be less Loss of customers	Share about the service provided
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Make it easier to  compare and shop for experiences without having to click on them  Provide a simpler summary to avoid information overload	Image representation of product	Alternate product availability if required one o=is out of stock  Brief Description about the quality and usage of selected product	How might we extend the personal connection with customers?	New products that have launched







