

Project Design Phase-II - Customer Journey Map

Project Title : Retail Store Stock Inventory Analytics

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Journey Steps Which step of the experience are you describing? Retail store stock inventory analytics	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	<div>Product Availability</div> <div>Stock Maintenance</div>	<div>Better User interface</div> <div>Less Storage</div> <div>Mail Notification upon minimum stock</div>	<div>Discounts based on credits</div> <div>Enhanced billing facility</div> <div>No shortage of stocks</div> <div>Invoice generation</div>	<div>Instant Sales report generation</div> <div>Less return of items</div>
Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Mail notification when minimal stock is predicted</div> <div>Instant sales report generation</div> <div>Maintain the system to avoid system crash</div>	<div>Cost saving</div> <div>Greater insights</div> <div>High profit</div>	<div>Avoid out of stocks and less stock problem</div> <div>Instant Notification</div> <div>Adding stocks made easier</div>	<div>Automated instock information</div> <div>Increased information transparency</div> <div>Warehouse space management</div>
Touchpoint What part of the service do they interact with?	<div>Users can register on their own</div> <div>Only authorized user can visit the dashbaord</div>	<div>Creation of account for authentication</div> <div>Interactive dashboard</div> <div>Each information updated in real time</div>	<div>Navigation for stock and customer details</div> <div>Adding/removing stocks</div> <div>Search facilities</div> <div>View instant reports on sales trend</div>	<div>Social media channels</div> <div>Reduce time for retailers</div>
Opportunities What could we improve or introduce?	<div>Identifying least valuable stock</div>	<div>Graph analysis</div>	<div>Centralized tracking</div>	<div>Transparent performance</div>
Process ownership Who is in the lead on this?	<div>Retailer</div>	<div>Retailer</div>	<div>Retailer</div>	<div>Retailer, store customers, suppliers</div> <div>miro</div>