Project Design Phase-II
Customer Journey

Date	19 October 2022
Team ID	PNT2022TMID06088
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	4 Marks

Customer Journey:

	Discovery — Why do they ever start the journey?	Sharing — why would they invite other?	Onboarding and first use — How can they feel successful?	Registration — why would they trust us?
Journey steps — which step of the experience are you describing?				
Actions — what does the customer do? What information do they look for? what is their context?	About inventory and where to start; Product details; To search he quality of product	Tries to identify the status of best seller; By calculating cost of goods sold	By inventory of each product; Avoiding stock out and over stocking; Cost of inventory	By visualization charts; complete understanding of product; Availability of product
Need and pains — what does the customer want to achieve or avoid? Tip:Reduce ambiguity,e.g by using the first person narrator.	Get information about product; product satisfaction; stock quality	Low quality miserable; over cost anxiety quality satisfaction	Tracking inventory in advanced; Availability of stock at time; Reordering point	Help to find the availability of the product; Help to find relevant information about retail store stock inventory
Touchpoint — What part of the service do they interact with?	Profit/loss information; short team forecasting; over stocking	quality of product of services; feedback about store stock inventory	ordering product when they need; product quality and quantity; Reorder to avoid stock-out	Multi-product inventory analysis; Weekly report; Each product profit/loss details
Customer feeling — What is the customer feeling? Tip:use the emoji app to express more emotions		😆	😫	😎
Opportunities — what could we import or introduce?	USER FRIENDLY	PROPER ANALYSIS	PROFIT/LOSS	QUALITY/QUANTIT
Process ownership — who is in the lead on this?	Retailer	Retailer	Retailer and supplier	Retailer and supplier