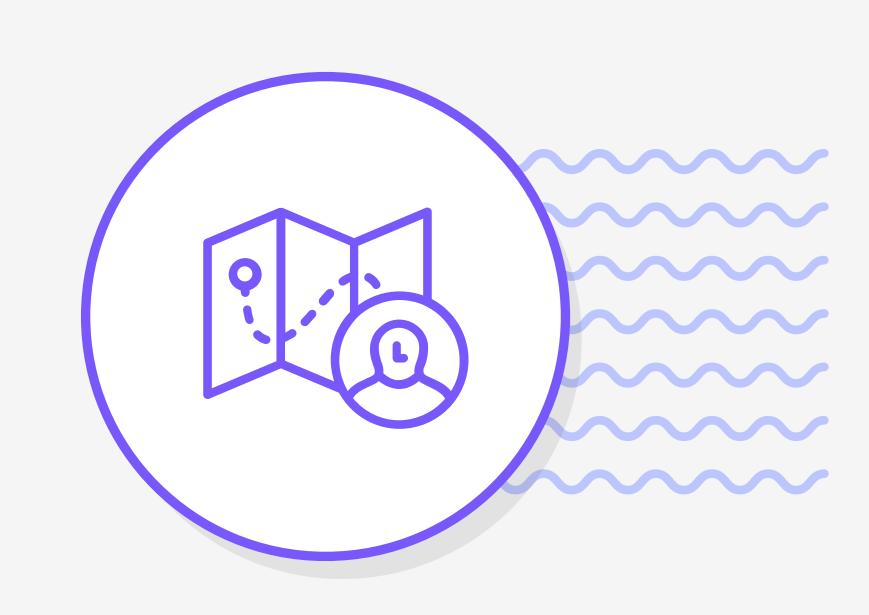
Templa



## 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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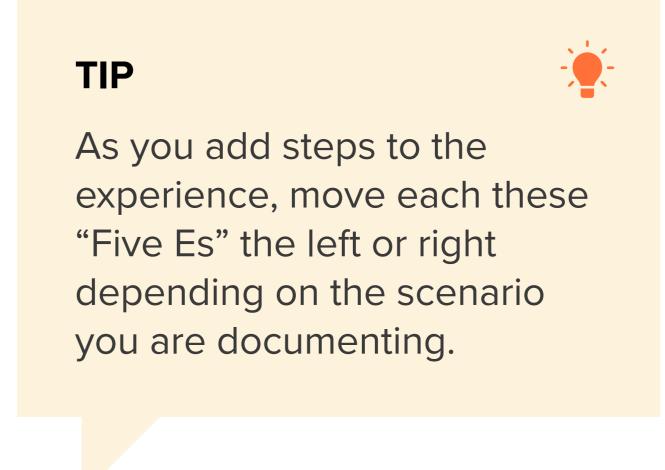


## Document an existing experience

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.

## Inventory Management System for Retailers Team ID: PNT2022TMID12716

Customer Experience Journey Map



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?	Retailer/user Retailer/user completes the webapp registration process to create an account	View the inventory[stocks]  Sign In/Sign Up	Check the inventory for out of stock products  Manipulate the inventory data  Limit unnecessary stock	Efficient stock management  Out of stock situation avoided	Reviews can be Shared Understanding of purchase trend
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?	Customer Good internet connectivity  Any device with internet	Customer Source application  Logging in from the login page of the application	Customer Inventory in the application  Updating the inventory, notify stock count	Customer  Dashboard of the application  Making sure of proper record maintenance	Customer Application  Sharing the details of the stock through SMS
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	Proper usage of the application/ inventory	Successful signing in the application	Perfect maintenance of the inventory[stocks]	Perfect maintenance of the inventory[stocks]	Perfect maintenance of the inventory[stocks]
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Quick response from the application	Anytime, anywhere access of the application	Complete details of the inventory	Refilled the dead stocks	Automated in-stock information
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	No response from application server	Forgetting the password credentials	Error in fetching the inventory details from the cloud database	Alert SMS not sent	False updation of products
Areas of opportunity  How might we make each step better? What ideas do we have? What have others suggested?	Making server available all time	Add forgot password feature	Making sure the server is online	Making sure the server is online	Retailer reviewing inventory after updating