Template

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.

Created in partnership with

Product School

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INVENTORY MANAGEMENT SYSTEM FOR RETAILERS

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?

Entice	Enter	Engage	Exit	Extend
Product/Good is delivered to your facility This is the point at which goods first enter the retailer's inventory.	**Live monitoring of stock** The stock levels are monitored continuously to prevent shortage during demand	**Take customer orders** Customers actively start ordering from the application	**A e-mail alert is sent when stock levels drop below a threshold** When the stock level falls, a e-mail alert is sent to the retailer to take necessary action	**Customers get personalized recommendations** Based on their previous orders, the application recommends products to the customers
Product/Good is inspected, sorted, and stored The retailer may choose to use cross docking, depending on their storage strategy for this, whatever works best for the retailer's storage space.	**Ordering products/ goods from trusted wholesalers** Products/goods are ordered from wholesalers on monthly basis for non-perishable items and 3-4 days for perishable items	**Approve orders and send products for shipping** All the customer orders are approved after payment and products are sent for shipping immediately	**Stock is re-ordered and kept in safe levels** Stocks are purchased in amounts to keep them above a safe level	**Order history of customers is visible in the application** The previous orders placed by the customers are recorded by the application for future reference
Inventory levels are monitored This can be through physical inventory, inventory cycle count, or a perpetual inventory software.	**Quality check of the products arrived and sorting them in order** The products that arrive at the facility are checked thoroughly before they are sorted and arranged	**Re-update inventory levels** After shipping, inventory levels are updated and checked if they are below a threshold		**The algorithm to check stock level is rerun by retailers** After recovering stock levels, the algorithm to monitor them is restarted
Customer orders are placed and approved Customers may make a purchase in person or through your digital storefront. If you're integrated directly with the retailer's POS system. If you participate in dropshipping, this would be the point at which the retailer passes the order along to their supplier.				
Products are taken from stock These goods are packaged, and shipped Or delivered directly to the customer.				
Inventory levels are updated A perpetual inventory program will automatically change the stock levels in the system as it manually records each sale or discover changes when they take a physical inventory.				
Stock levels trigger reordering Calculating the reorder point for each product the retailer sells can optimize this step and get the goods that are needed to meet demand. This is a major component of the just in time inventory model.				

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?

Entice	Enter	Engage	Exit	Extend
Retailer takes a count check of the number of products ordered and the number arrived	Different types and quantities of stock and constant monitoring using an algorithm	Wide variety of options for customers to choose from while ordering	The stock level is checked by the retailer against the threshold and when low, an e-mail alert is sent by the application automatically	Customers get recommendations based on products brought in the past. Offers are also provided to them based on their order activity
Retailer inspects the quality of the product and sorts them in the respective sections	Different options/ choices of goods to order	Customer finishes payment and gets OTP for confirmation. The products are shipped to their address immediately	Retailers purchase stocks to keep them just above safe level to avoid over-purchasing/under-purchasing	Customer can see previous order details in the application once every order gets complete
Retailer monitors inventory levels at all times to prevent shortage	Checking whether the product is in working condition, any visible damage and expiry dates for perishable products	Algorithm is run by retailers to update inventory levels to current.		The algorithm is restarted by the retailers to continue monitoring stocks after replenishing
Retailer accepts customer orders and the products in stock are sent for shipment				
Customer orders are taken and the products in stock are sent for shipment by the retailer				
After shipment, inventory levels are updated by retailer				
Stock levels reducing beyond a threshold triggers re-ordering of products by retailer				

Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Entice	Enter	Engage	Exit	Extend
Help me inspect goods efficiently to prevent re-ordering due to faulty goods	Help me monitor stocks without lags	Help me ship products to customers on time	Help me design the application effectively such that critical email alerts are sent on time	Help me decide what I can order next
Help me take customer orders effectively	Help me buy goods in good condition thus saving time on replacement of faulty products	Help me avoid giving the wrong shipping address to prevent confusion	Help me avoid over-purchasing or under-purchasing of products that may lead to wastage or running out of stock too fast, respectively.	Help me see what I've ordered before
Help me keep the inventory in safe levels at all times such that I ship products from existing stocks to customers				Help me keep the inventory levels healthy
Help me avoid inefficient analysis of stock prediction				
Help me ship products to customers on time				

Positive moments
What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
It's fun to uncover the goods/products delivered	A sense of security when monitoring stock levels	More orders coming in are exciting in a retailer's perspective	A sense of security when e-mails are sent on time	More products to buy for customers through personalized recommendations
A sense of security when monitoring stock levels	It's fun to order different products from various sections for the inventory	Payment being successful after every customer order		Effective tracking provided to the customer by keeping a check on previous orders
It's reassuring to read positive reviews by customers using the application		It's reassuring to read positive reviews by customers using the application		
More orders coming in are exciting in a retailer's perspective				
It's reassuring to see a healthy stock level				

Negative moments
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
Retailers may receive defective goods/products	Too many options to choose from, making it confusing for the retailers	Payment might to unsuccessful stopping the customer order to proceed any further	Tiring and a lot of work to re-order stocks, that too in the right levels	Recommendations mightbe ineffective forcing the customer to stop using the application
Customers cancel orders in the last moment	Tiring to check quality of every product brought before preparing them for purchase	Tedious to re-update stock levels		Tedious to re-run the algorithm
Tedious to re-update stock levels				
Customers may not find the desired product and stop using the application				

Areas of opportunity
How might we make each step better? What ideas do we have? What have others suggested?

Entice	Enter	Engage	Exit	Extend
AI/ML based methods for good inspection instead of manual checking	AI/ML based methods for live tracking	Live tracking of product after shipping for customers	SMS along with e-mail to the designated retailer	Cancel history documentation along with order history to prevent the customer from committing the same mistakes
Live-tracking of the product upon prdering	Automatic quality checks instead of manual	Automatic update instead of manual		