



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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RETAIL STORE STOCK INVENTORY ANALYTICS

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Scenerio Building a software for retail store for managing and analyzing the data	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?	<div>Visit the website</div> <div>Track inventory</div> <div>Browse available products</div> <div>Customer check all the features of the software</div> <div>Customer can track the inventory products in software</div> <div>Customer search the available products in inventory of the software</div>	<div>Sign up or login</div> <div>Sign up or login</div> <div>email confirmation</div> <div>After visit the website customer sign up or login into the system</div> <div>After the login, in the dashboard customer can see many options like tracking, etc.</div> <div>An email immediately sends to confirm their details about the inventory details</div>	<div>Order the product</div> <div>Track their product</div> <div>Browse available products</div> <div>Customer check all the features in the system</div> <div>Customer can track the inventory products in system</div> <div>Customer search the available products in inventory of system</div>	<div>Log out</div> <div>Daily status check</div> <div>Writing & submitting review</div> <div>After finish the process customer log out the website or app</div> <div>After log out they can check the status of the product</div> <div>The customer write the review about the website or app and submit it</div>	<div>Product details in profile</div> <div>Personalized recommendations</div> <div>After the completion of product delivery, again it shows the details in profile</div> <div>The customer personally recommended the website to others</div>
Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	<div>Option available for the user to upload the dataset</div> <div>Details available for the retailer</div> <div>Feeding information regarding the stocks needed to be re-filled</div>	<div>payment overlay within the system</div> <div>Notify to customer's email</div>	<div>Interactions through the software</div> <div>some features interact with the retailers, stock holders</div> <div>providing details about the availability of stock through software</div>	<div>"Leave a review" in the feedback window in the software</div> <div>check the status in the customer email</div>	<div>complete experiences will give on the feedback details in the software by the customer</div> <div>post purchase recommendations will be given on the software</div>
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me for determining the availability of stock</div> <div>Help me avoid surplus of the stock</div>	<div>Help me get through this payment part without too much hassle</div> <div>Help me feel confident that my purchase is finalized and discs to proceed further</div> <div>Help me make sure to remember the availability of the stock</div>	<div>Help me feel confident about my decision that my stocks are perfectly maintained</div> <div>Help me feel good about my decision to use this software to determine the stocks</div>	<div>Help me for better maintainability of stocks without any discrepancies</div> <div>Help me recognize what are the mistakes I've done before</div> <div>Help me see what I could be doing next</div>	<div>Help me view ways to enhance the manageability of stocks</div>
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Easily and efficiently manage the ordering and storing</div> <div>Track the all product information</div> <div>Helps customer and company to identify</div>	<div>Excitement to order the product</div> <div>Tracking and Storing is easy And maintainable</div>	<div>Confirmation mails are useful</div>	<div>Using the track Option we can easily check the product</div> <div>Our process is Easy compared To physical storage</div>	<div>Customer feel good because Their pressure became less</div>
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Keeping up with over stock</div> <div>Lack of inventory visibility</div> <div>Identify the incorrect material</div>	<div>Sign up or log in issues</div>	<div>Server sometimes make issues</div> <div>Invalid data</div>	<div>Lack of the quality of goods</div> <div>Invalid data</div> <div>Sometimes server makes issues</div>	<div>Difficulty to manage the physical storage</div>
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>If you don't follow the path immediately after the termination of the lack of stocks, could we need a follow-up?</div> <div>Give highlights or warnings when their orders or their stock "green zone" (empty)</div> <div>Provide a simpler summary to avoid information overload</div>		<div>How might we make our guides easily identifiable</div>	<div>How might we make it clear that stopping h app would not be necessary?</div> <div>Could we talk feel different language to see what changes required rates?</div> <div>How might we proactively address that full server so that user's data have more space?</div>	<div>How might we connect with the customer?</div>



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