












<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>Searching for retail stock management tools</div><div>Customers always search for good tools</div></div> <div><div>Visit website or app</div><div>To test the tool they visit the Website or App to know how it works and whether it suits</div></div> <div><div>Learn from demo</div><div>Customer learn from demo videos</div></div>	<div><div>Create an account</div><div>Customer creates account for their store using the valid credentials permit etc...</div></div> <div><div>Uploads stock details</div><div>The stock details are uploaded as a dataset to the website</div></div> <div><div>Presentation</div><div>Dashboard shows the progress of the inventories, payments, bills etc...</div></div>	<div><div>Analyze</div><div>Customer analyze from the Dashboard representation</div></div> <div><div>Decide</div><div>From the observed representation like profit/loss factors, customer makes the decision</div></div> <div><div>Action</div><div>By the decisions the customer performs the action to improve the store's profit</div></div>	<div><div>Email notification</div><div>Notified about the stock alert through emails</div></div> <div><div>Gets more Stocks</div><div>Based on the demand and availability, stocks are get ordered</div></div> <div><div>Get new Products</div><div>New products made available based on the consumers interest</div></div>	<div><div>Review</div><div>Customer reviews the result from the decision made by the Dashboard</div></div> <div><div>Customize</div><div>By the review the customer will customize the dashboard if needed</div></div> <div><div>Uses current customisation</div><div>Website uses customized dashboard for the future</div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div><ul style="list-style-type: none"><li>■ People: Who do they see or talk to?</li><li>■ Places: Where are they?</li><li>■ Things: What digital touchpoints or physical objects would they use?</li></ul></div>	<div><div>Demo video section to show demo about how to use the product</div><div>Chat section to clarify doubt by chatting to the staff</div></div>	<div><div>Login/Signup page used to identify the type retailer</div><div>Dataset upload section to get the stock details of the store</div></div>	<div><div>Dashboard section to view the sales progress and stock tracking</div><div>Stock Recommendation section shows the on-demand stocks do be included in the store</div></div>	<div><div>Suggestion section to suggest solution to the lossy practices in the sales</div><div>Email section to customize the type of email should be used to notify the alerts</div></div>	<div><div>Customer-to-customer recommendation about this product</div><div>Raise issues section helps the customer to raise product issues to the Admin team</div></div>
<div></div> <div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div><div>Want a demo to experience the product</div><div>Doubt clarification using chat with guiders</div></div>	<div><div>To know reason for the credentials to create account</div><div>Which type datasets to be uploaded or how the deatils should be uploaded</div></div>	<div><div>To know how the dashboard works what should be included and what not</div><div>Whether follow the recommendation from the website</div></div>	<div><div>Does following the suggestion will keep away the chance of Lossy practices</div><div>To know how the dashboard works what should be included and what not to be</div></div>	<div><div>Does issue can be resolved quickly to maintain the progress</div></div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div><div>The Demo experience helps to learn all about the software</div><div>Satisfied doubt clarification to avoid the mistrust on the software</div></div>	<div><div>Fully fledged security credentials to keep away from misuse of the software</div><div>Supports all kind of dataset files to process</div></div>	<div><div>Good dashboard which shows full progress of the store</div><div>Best recommendation that helps to enhance the profit and good progress of the store</div></div>	<div><div>Suggestion that helps to avoid lossy practices</div><div>Customized dashboard which shows the relevant information</div></div>	<div><div>Good feedbacks from the recommended friends</div><div>Quick responsive from tech support when raising a serious issues</div></div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div><div>Demo not upto the mark</div><div>Unsatisfactory doubt clarification</div></div>	<div><div>Flimsy security</div><div>Not supporting widely used Dataset inputs</div></div>	<div><div>Insufficient and incomprehensible store progress representation</div><div>Bad and pointless recommendations</div></div>	<div><div>Suggestion which is not helping and leading to loss</div><div>Poor Dashboard customisation features</div></div>	<div><div>Bad feedbacks which will make the current customer guilty</div><div>Bad response and unsatisfactory issue fixing from Tech support</div></div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div><div>Make the Demo experience helpful for the wholly use of the software</div><div>To clarify all the doubts and ask all the relevant doubts to avoid stuck between</div></div>	<div><div>Provide the accurate details for the signup credentials like Store License etc...</div><div>Make the dataset clear and be preprocessed like no relevant details be missed</div></div>	<div><div>Good predictions and decisions by observing the dashboard</div><div>To follow the stock recommendation to avoid stock insufficiency</div></div>	<div><div>To decide if the suggestion is relevant</div><div>Customize a good explorable dashboard</div></div>	<div><div>Help recommended people to understand the software</div><div>Not hesitate to reach out to the tech support</div></div>