

## Customer experience journey map

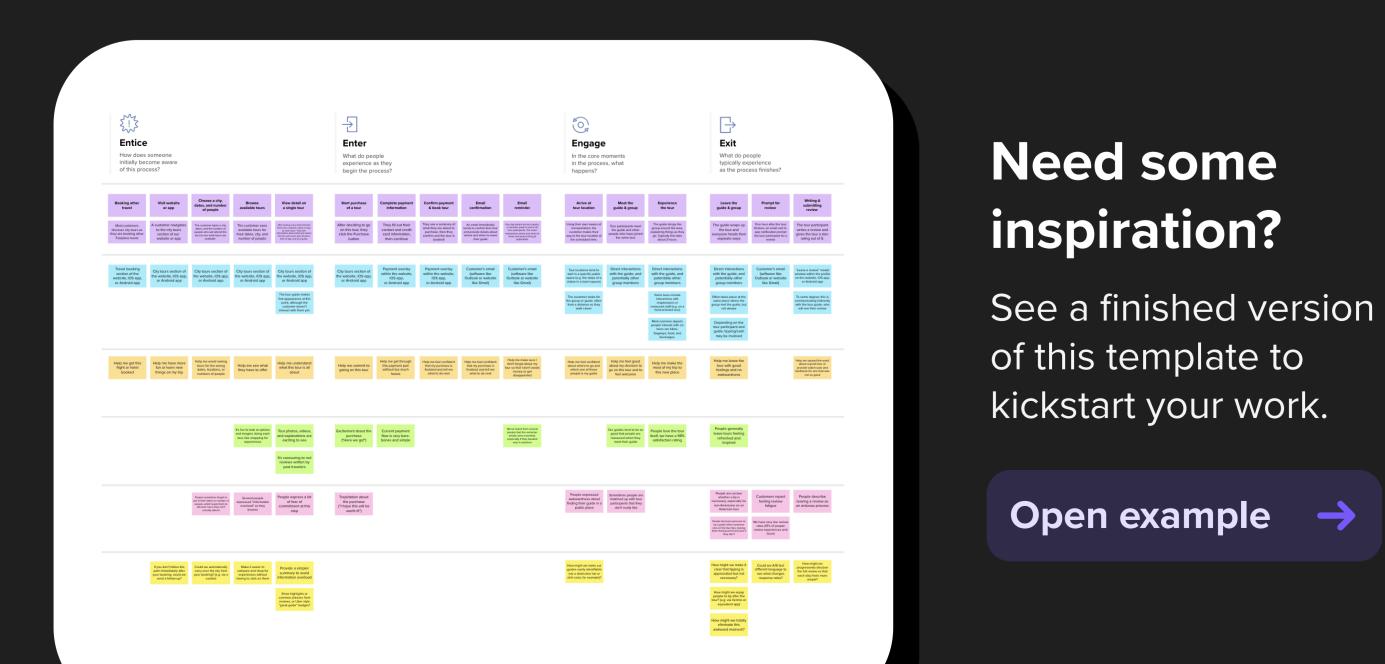
Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish.

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

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## Inventory Management system for Retailers

Team Id: PNT2022TMID16711

Team Leader: NavinRaj G Team Member 1: Karthik S

Team Member 2: Gokul Krisna V

Team Member 3: Vijay D

Team Member 4: Palani Soundar D

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

