

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

TEAM ID	PNT2022TMID39861
TEAM LEADER	HARISH BABU V
TEAM MEMBERS	KAVIARASU M KUMARAVEL G THIYANESH C
DOMAIN NAME	DATA ANALYTICS
PROJECT NAME	RETAIL STORE STOCK INVENTORY ANALYTICS

## 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.

**TIP**

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

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 process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	Many websites Word-of-mouth from family or friends Local newspaper, such as under which or business	A video Got a text about a new product	Security Secure transaction process	Profit Saving time by using efficient business management Using application to manage inventory will reduce the time spent	Product knowledge Retailer will gain knowledge about the software and way of doing
<b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	Other Retailers, Who have similar problem Workshop	Online and customer Evidence to show the business plan	Engagement of the customer Product/service	Customers - Turn the experience to use the system Interact with the system about the work and use of the product	Recommended to others Social media - Review
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation?	Help me by Creating user-friendly application for stock analysis Help me to read all data without any loss	Help me to access the data whenever required Help me not to get any corruption while fetching specific user data	Help me giving alerts during low stock Help me to generate the purchase orders automatically	Help me to do secure transaction process Help me not to lose any data	Help me to get authentication for data security Help me to track all purchase payment
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Retailers find it exciting to see the profit gained by using efficient business management It is interesting to know about the different method to reduce the inventory rather than the manual system process	The business stock management process becomes simple and trouble-free Retailers want to spend less time and resources when they are not having any loss coming from inventory	Retailers never experience a difficulty of understanding or remembering Retailers earn more profit Retailers is highly motivated to expand their business	Retailers find delightful of high profit	Retailers really like this application and would recommend to their colleagues
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Retailers may find it costly to implement the application in their organization Retailers may have to face what if the application is not working properly or not	Retailers may get confused in using the application for the first time Retailers may find it difficult to understand the application	Retailers may find it difficult to use the application Retailers may find it difficult to use the application	Data security and integrity may be a problem Reduced physical effort may be a problem	Retailers may find it difficult to use the application
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Could we provide the application in a more user-friendly way?	Could we provide the application in a more user-friendly way?	Integrating with accounting system to track stock flow Retailers may find it difficult to use the application	More right on point about the application More right on point about the application	More right on point about the application More right on point about the application