

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





Project - Inventory Management System for Retailers PNT2022TMID53054

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?	From advertisements in websites Suggestions from customers Have seen a similar app being used in a different store	All in one application Smooth UI Easy to use	Real time monitoring demand analysis Updating stock details Prediction of future sales	Daily sales report Stock weekly mangement targets	Analyze and understand purchase app trend
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?	Search by name or url Only registered users will be able to login Interactive website	Display dashboard content an stock details Login with username and password Creating retailer account	Add stock details Feedback Analyze availability of the product	Removing expired products Search engine optimisation Sale analysis of the day	Send alerts Categorize stocks
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Keep the inventory data recorded safely User friendly app	Having sufficient supply	Just in time Group and monitor similar stocks	Affordable storage Affordable storage of goods	Economical Time saving
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Send alert when stocks are low Graph analysis	Economical Greater insights	Avoid stockouts and excess stocks Increase profits	Schedule Reorder automatically	Increased information transpernecy Automated in-stock information
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Website content not displayed properly Production problem	System crash Changing demand	Inavalid data Poor production planning	Low product sale Tracking not proper	Efficient physical storage Insufficient order management management
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Automation Identifying least valuable stock	Graph analysis Stock detail updation	Demand tracking Centralized traacking	Business scaling Expanding production portfolio	Stock auditing Network developed between retailers