

# Project Design Phase-II

## Customer/User Journey Map

### Customer Journey Map:

| Journey Steps<br>Which step of the experience are you describing?  | Discovery<br>Why do they even start the journey?  | Registration<br>Why would they trust us?   | Onboarding and First Use<br>How can they feel successful?                                     | Sharing<br>Why would they invite others?   |
|--|---|--|---|--|
| <b>Actions</b><br>What does the customer do? What information do they look for? What is their context?                                     | Product details<br>To search the quality of product<br>About inventory and where to start | By visualization charts<br>Complete understanding of products<br>Availability of product                             | By inventory of each product<br>Avoiding stock-out and over stocking<br>Cost of inventory     | Tries to identify the status of best seller<br>By calculating cost of goods sold |
| <b>Needs and Pains</b><br>What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator. | Product satisfaction<br>Get information about product<br>Stock quality                    | Help to find the availability of the product<br>Help to find relevant information about retail store stock inventory | Tracking inventory in advanced<br>Availability of stock at time<br>Reordering points          | Low quality products<br>Over cost<br>Analysis quality, satisfaction              |
| <b>Touchpoint</b><br>What part of the service do they interact with?   | Short-term forecasting<br>Over stocking<br>Profit/loss information                        | Multi-product inventory analysis<br>Weekly reports<br>Each product profit/loss details                               | Ordering product when they need<br>Reorder to avoid stock-out<br>Product quality and quantity | Quality of product or services<br>Product close retail store stock inventory     |
| <b>Customer Feeling</b><br>What is the customer feeling? Tip: Use the <i>emoji app</i> to express more emotions                            |   | 😞  | 😞   | 😞  |
| <b>Backstage</b>   |   |  |   |  |
| <b>Opportunities</b><br>What could we improve or introduce?  | USER FRIENDLY   | PROPER ANALYSIS  | PROFIT/LOSS   | QUALITY/QUANTIT  |
| <b>Process ownership</b><br>Who is in the lead on this?  | Retailer  | Retailer   | Retailer and supplier   | Retailer and supplier  |

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