Inventory managementt

IBM

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SCENARIO

Browsing, booking, attending, and rating a local city tour

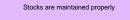|	Entice	Enter	Engage	Exit	Extend
	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps — What does the person (or group) typically experience?	Heavy workload; Customers who face loss due to lack of experience and technology to maintain stock; Unable to maintain stocks; Lack of management which leads to loss of stocks	Fear of creating a failed program; They may also experience a lack of efficient knowledge as they venture a new product	Stocks are maintained properly; Loss of stocks are avoided	Lack of stress as stocks are maintained easily; customer gains lot of profit as they can rectify the wastage of stocks; The need for creating a manual data for each stock	Customer gains a knowledge of management of stocks; They also gets an experience of using a software at ease
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?	They may enquire other retailers and ware houses who faced similar problems in their past; They may also use certain other social media platforms to understand the issues that are faced by others	Wholesale dealers and other warehouse managers; Database that contains other warehouse data	People who works in retail shops and super market; Product and stock managers	Trained employee to understand and use the system	Recommend to others who face this kind of difficulties
Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	Help me get this flight or hotel booked	Help me commit to going on this tour; Help me understand what this tour is all about	Help me feel confident about where to go and which one of these people is my guide	Help me leave the tour with good feelings and no awkwardness	Help me see what I could be doing next
Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	The retailers experiences a profitable outcome from this; It's reassuring to read reviews written by past users	The tedious work is done easily; Current payment flow is very bare-bones and simple	We've heard from several people that the reminder emails were essential, especially if they booked way in advance	Our software tend to be user friendly and are reassured they return a profit to its user; People love the tour itself, we have a 98% satisfaction rating	retailers generally leave software feeling energetic as many job is done	Retailers enjoy the new way of maintain stocks; We think people like these recommendations because they have an extremely high engagement rate
Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Retailers find it difficult to adapt it in their organization; The cost of software may affect low scale business owners; Retailers may exhibit a doubt about the software	Retailers finds the product is worth the cost paid		Retailers may find difficult to adapt initially; The outcome may make the retailers requirements	Retailers are in doubt abut the working if the software; The report may not appetize the user; Retailers may also Show some requirements; Retailers may ensure efficiency of the software; Feedback from retailers are noted and software is altered is needed	
Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?	If you don't follow this path immediately after your booking, could we send a follow-up?; Could we automatically carry over the city from your booking? (e.g. via a cookie); Make it easier to compare and shop for experiences without having to click on them; Provide a simpler summary to avoid information overload; Show highlights or common phrases from reviews, or Uber style "great guide" badges?		How might we make our guides easily identifiable (via a distinctive hat or shirt color, for example)?		How might we make it clear that tipping is appreciated but not necessary?; Could we A/B test different language to see what changes response rates?; How might we progressively disclose the full review so that each step feels more simple?; How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app); How might we totally eliminate this awkward moment?	How might we help people celebrate and remember things they've done in the past?; How might we extend the personal connection to the guide long after the tour is over?