**Inventory managementt**



IBM

**Based on ten customer interviews and observations from the Fairplane Guided City Tours team**

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# Entice

**SCENARIO**

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

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**

Customer gains a knowledge of management of stocks

The need for creating a manual data for each stock

customer gains lot of profit as they can rectify the wastage of stocks

Lack of stress as stocks are maintained easily

Stocks are maintained properly

Fear of creating a failed program

Unable to maintain stocks

Heavy

workload

What does the person (or group) typically experience?

They also gets an experience of using a software at ease

Loss of stocks are avoided

They may also experience a lack of efficient knowledge as they venture a new product

Lack of management which leads to loss of stocks

Customers who face loss due to lack of experience and technology to maintain stock

**Interactions**

Recommend to others who face this kind of difficulties

Trained employee to understand and use the system

People who works in retail shops and super market

They may enquire other retailers and ware houses who faced similar problems in their past

Wholesale dealers and other warehouse managers

What interactions do they have at each step along the way?

Product and stock managers

**People:** Who do they see or talk to?

They may also use certain other social media platforms to understand the issues that are faced by others

Database that contains other warehouse data

**Places:** Where are they?

**Things:** What digital touchpoints or physical objects would they use?

**Goals & motivations**

Help me see what I could be doing next

Help me leave the tour with good feelings and no awkwardness

Help me feel confident about where to go and which one of these people is my guide

Help me commit to going on this tour

Help me get this flight or hotel booked

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

Help me understand what this tour is all about

**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

We think people like these recommendations because they have an extremely high engagement rate

Retailers enjoy the new way of maintain stocks

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

**Negative moments**

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Retailers find it diffcult 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

Retailers may ensure efficiency of the software

## The report may not appetize the user

Feedback from retailers are noted and software is altered is needed

## Retailers may also

## Show some requirements

**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?

How might we equip people to tip after the tour? (e.g. via Venmo or equivalent app)

### 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 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?

## How might we totally eliminate this awkward moment?