Customer Journey Map

Team ID : PNT2022TMID22991
Project name:Inventory Management System for Retailers

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This is the journey of a

🦄 **Game-Changer**

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

| Quality | Profit | Satisfaction |

What do they struggle with most?

| Stockmaintaining | Outdated product | Product identification |

What tasks do they have?

| Checking the quality | Setting up the prices | Stock maintaining |

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?		Registration Why would they trust us?	
Actions What does the customer do? What information do they look for? What is their context?	list of product and price		To get quality product	profitable price
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Buy quality product	getting outdated product	Discount	low quality
Touchpoint What part of the service do they interact with?	attenders		suppliers	billing
Customer Feeling What is the customer feeling? Tip: Use the **emoji app** to express more emotions	🙂		🫤	
Backstage				
Opportunities What could we improve or introduce?	Increase the		Increase the sale,	
Process ownership Who is in the lead on this?	Quality manager		Manager	

Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
product quality	low price	Discount	good customer service	For getting satisfied	For getting discount	For good service
good service	Arguing	Correct price	Barging	satisfaction	discount	Quality
Managers	Quality service	Transport	management	advertisement
🙁	🃏

Reduce the effort	**increase the sale**
Delivery service	Attenders

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

Get quality product	Confidentiality on service	increase savings

What can they finally avoid doing?

worrying about product	Barging	Unsatisfing

What changed in my environment?

customer satisfaction	workers coordination	Profit