

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.

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Inventory Management System for Retailers

Team ID: PNT2022TMID39817
Team Leader: Kirandharshan
Team Member 1: Govindaraj
Team Member 2: Prathap
Team Member 3: Sriganth

	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?	Browse Website in Internet Most Customer discover the web application while browsing the internet A customer can identify the personality of the brand	Sign in / Sign Up Email Verification Get verification code through Email	Upload Stock detailes Product analysis High demand analysis Quality management	Complete weekly task Daily sales visit report Final sale report	Better understanding the purchase 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?	Enter website URL Interactive Website for better exoerience More notification to be sent to the login devices	Entering the user name and password	Analyze the product availability Manually check the damage and expiry products Maintain the return products and update the database	Visit sales analysis report The average number of products that are sold each day	Company stands at every level of your sales process
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	Helps user to get the correct website Better understanding for the user	Authenticate a user with the same credentials Avoid spamming	save or uploading database Understand stock levels and stock's location in warehouses Provide good product to the customer	Overview of each sales rep's action. Control the stock	Automated inventory management. Inventory forecasting for holiday and peak season readiness.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	All content what the customer want is there Easy process and steps	Do not forget My password Better understanding	Entering stock details correctly Analysis is correct	If it is high sale Sold all death stock	Increased information transparency
What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	The content not loaded properly	Forgot Password Can't get verification mail	Accidentally entered wrong data Invalid data	Low product sale High death stock	Difculty in Maintaing the Physical Storage Facility
	Retrieval of retailer location Automated Process	Graph analysis Better understanding about Inventory Management System	Centralized Tracking Demand Tracking	Expanding Business portfolio Business scaling	Develop a Network between Retailers