







**PROJECT DESIGN PHASE-II**  
**CUSTOMER JOURNEY MAP**

DATE	13 October 2022
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DOMAIN NAME	RETAIL AND E-COMMERCE
PROJECT NAME	RETAIL STORE STOCK INVENTORY ANALYTICS

 <b>Browsing, booking, attending, and rating a local city tour</b>	 <b>Entice</b> How does someone initially become aware of this process?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	<div>Heavy workload</div> <div>Low</div> <div>Manual way of managing inventory is a tedious process</div> <div>Bad management leads to under stock or overstock</div>	<div>Security</div> <div>Get a feel about new product</div>	<div>Security</div> <div>Secure transaction process</div>	<div>Profit</div> <div>Share fee</div> <div>Earning profit by using different Inventory Management</div> <div>Using application to manage inventory will reduce the man power</div>	<div>Product knowledge</div> <div>Reader will gain knowledge about the software and way of using it</div>
<b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	<div>Owner/Reader/Who have similar problem</div> <div>Workforce</div>	<div>Students and customers</div> <div>Customers to share the training data</div>	<div>Employees of the hotel site</div> <div>Product/service</div>	<div>Employees - Turn the employees to run the system</div> <div>Interact with the customers about the profit and loss of the product</div>	<div>Recommend to others</div> <div>Social media/ Review</div>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation?	<div>Help me by Creating user friendly application for stock analysis</div> <div>Help me to share all data without any loss</div>	<div>Help me to access the data whenever required</div> <div>Help me not to get any corruption while fetching specific user detail</div>	<div>Help me giving alerts during low stock</div> <div>Help me to generate the purchase orders automatically</div>	<div>Help me to do secure transaction process</div> <div>Help me not to lose any data</div>	<div>Help me to get authentication for data security</div> <div>Help me to track all purchase payments</div>
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Readers find it exciting to see the profit gained by using efficient inventory management</div> <div>It is motivating to know efficient data management for inventory management while find the most bottom process</div>	<div>The interface, which management process becomes simple and handle them</div> <div>Readers want to spend that time in collaborative data to improve their business rather than spending time on learning</div>	<div>Readers never experience a difficulty of understanding or understanding</div> <div>Readers access more profits</div> <div>Readers is highly motivated to extend their free business</div>	<div>Readers find delightful of high profit</div>	<div>Readers really like the approach and would recommend to their colleagues</div>
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time consuming?	<div>Readers may find it frustrating to implement the application and their experience</div> <div>Readers may have the fear of stock it will be right choice or not</div>	<div>Readers may get confused or when it start to creating the user interface the confusion can be avoided</div> <div>When the application getting hard to install, they may find technical errors or any the application</div>	<div>Confusion happens any and up to them due to miscommunication</div>	<div>Data security and integrity must be achieved at any cost</div> <div>Reduced physical assets may have different ways from</div>	<div>When readers may have miscommunication about the way of managing using the application</div>
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Readers provide the user interface that the readers require and the readers may be able</div>	<div>Readers provide the user interface that the readers require and the readers may be able</div> <div>Readers provide the user interface that the readers require and the readers may be able</div>	<div>Integrating with existing systems to make work flow</div> <div>Adopting management system or control system that control system that control system</div> <div>Readers might use different way of accessing using other the business or information</div>	<div>Readers might make readers understand what using the application</div> <div>Readers might use different way of accessing using other the business or information</div>	<div>Readers might make readers understand what using the application</div>