



Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

**TIP**

As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div>Enter</div> <div>What do people experience as they begin the process?</div>	<div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div>Extend</div> <div>What happens after the experience is over?</div>
<div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div>Heavy workload</div> <div>Manual way of managing inventory is a tedious process</div> <div>Loss</div> <div>Bad management leads to under stock or overstock</div>	<div>Anxiety</div> <div>Get a fear about new product</div>	<div>Security</div> <div>Secure transaction process</div>	<div>Profit</div> <div>Getting profit by using efficient Inventory Management</div> <div>Stress free</div> <div>Using application to manage inventory will reduce the man power</div>	<div>Product Knowledge</div> <div>Retailer will gain knowledge about the software and way of using it.</div>
<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div>■ People: Who do they see or talk to?</div> <div>■ Places: Where are they?</div> <div>■ Things: What digital touchpoints or physical objects would they use?</div>	<div>Other Retailers Who faced similar problem</div> <div>Warehouse</div>	<div>Dealers and customers</div> <div>Databases to store the inventory data.</div>	<div>Employees of the retail store</div> <div>Products/stocks</div>	<div>Employee - Train the employee to use the system</div> <div>Interact with the stakeholders about the profit and loss of the products</div>	<div>Recommend to others</div> <div>Social media - Review</div>
<div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation?</div>	<div>Help me by Creating user friendly application for stock analysis</div> <div>Help me to store 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 payables</div>
<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Retailers find it exciting to see the profit gained by using efficient inventory management</div> <div>It is motivating to know about the alternative method for inventory management rather than the manual tedious process</div>	<div>The tedious stock management process becomes simple and hassle free</div> <div>Retailers tend to spend their time on innovative ideas to improve their business rather than spending time on inventory</div>	<div>Retailers never experience a difficulty of understocking or overstocking</div> <div>Retailers earns more profit</div> <div>Retailers is highly motivated to extend his/her business.</div>	<div>Retailers feel delightful of high profit</div>	<div>Retailers really like this approach and would recommend to their colleagues.</div>
<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Retailers may find it costly to implement the application into their organization</div> <div>Retailers may have the fear whether it will be right choice or not.</div>	<div>Retailer may get confused or unsure to start on converting the manual process into automated one.</div> <div>Since the application is entirely new for retailers, they may feel hesitated at times on using the application</div>	<div>Sometimes retailers may end up in loss due to miscalculations.</div>	<div>Data security and integrity must be achieved at any cost</div> <div>Reduced physical audits may have affected some loss</div>	<div>Some retailers may have undergone experience due to lack of knowledge in using the application</div>
<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Could we provide the fastest version that the retailers need to feel the can pay only for best</div>	<div>Data replication of stock levels is far more easier to understand than going through the whole lot of sheets</div> <div>Notification alert on understock or overstock</div>	<div>Integrating with accounting process to track cash flow</div> <div>Decision making done based on various factors like seasonal stocks, location based etc.</div> <div>How might we effectively notify about the overstock or understock.</div>	<div>How might we make retailers understand about using the application</div> <div>How might we provide detailed and understandable report on inventory</div>	<div>How might we help retailers to use the application for the large scale</div>