Retail store stock Inventory Analysis

Team ID : PNT2022TMID05489

SCENARIO Browsing, booking, attending, and rating a local city tour	**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?	**Go for another shop** Most customers discover city shops as they are booking product online **Visit website or app** A customer navigates to the city shops section of our website or app **Choose a city, dates, and number of people** The customer types a city, dates, and the number of people who will attend the shops to see what products are available **Browse available shops** The customer sees available prodcuts for their dates, city, and people **View detail on a single shop** After seeing a shop that interests them, the customer clicks or taps to view more. They see information about what and wherethe tour will cover, plus its price, time of day, and tour guide.	**Start purchase the products** After deciding to go on this products, they click the Purchase button **Complete payment information** They fill out their contact and credit card information, then continue **Confirm payment** They see a summary of what they are about to purchase, then they confirm and the product is booked! **Email confirmation** An email immediately sends to confirm their productand provide details about where and when to meet their guide **Email reminder** One day before the product begins, a reminder email is sent to all participants. The email emphasizes where and when to meet, and what to bring (if applicable).	**Arrive at home location** Using their own means of transportation, the customer makes their way to there location at the scheduled time. **Meet the guide & group** participants meet the guide and other people who have joined **Experience the product** The guide brings the group around the area, explaining things as they go. Typically this lasts about 3 hours.	**Leave the guide & group** The guide wraps up and everyone heads theirseparate ways **Prompt for review** One hour after the finishes, an email and in-app notification prompt the tour participant for a review **Writing & submitting review** The participant writes a review star-rating out of 5.	**Product appears in the user profile** The completed appearson the "past experiences" area of a customer's profile with a few details on where the group went **Personalized recommendations** Participation in the in forms our backend recommendation systems, which the customer may experience via better personalization **Personalized offers** The customer receives an email 14 days after their with personalized recommendations **Personalized suggestions after product booking** When a past participant books new travel with us, we show them personalized tour recommendations in their arrival city.
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?	Product booking of the iOS app or Android app section of the website, iOS app or Android app City section of the website, iOS app or Android app City section of the website, iOS app or Android app City section of the section website, website, iOS app or Android app The product guide makesfirst appearance at thispoint, although the customer doesn't interact with them yet.	City product section of the website, iOS app or Android app Payment overlay within the website, iOS app or Android app Customer's email (software like Outlook or website like Gmail)	customer locations tend to start in a specific public space (e.g. the steps of astatue in a town square) The customer looks for the group or guide, often from a distance as they walk closer Direct interactions with the guide, and potentially other group members Some shops include interactions with shopkeepers or restaurant staff (e.g. on a food-oriented tour) Most common objects people interact with on tours are bikes, Segways, food, and beverages.	Often takes place at the same place where the met the guide, but not always Depending on the tour participant and guide, tipping/cash may be involved To some degree, this is communicating indirectly with the tour guide, who will see their review "Leave a review" modal window within the profile group on the website, iOS app, or Android app	Completed experiences section of the profile on website, iOS app or Android app Recommendations span across website, iOS app or Android app Post-purchase screens website,iOS app or Android app If other users interact with this person, theythe will see these completed tours also
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	Help me get this product booked Help me have more fun or learn new things on my delevarable Help me avoid seeing location Help me see what they have to offer Help me understand what this retail is all about	Help me commit to going Help me get through this payment part without too much hassle Help me feel confident that my purchase is finalized and tell me what to do next Help me feel confident that my purchase is finalized and tell me what to do next Help me make sure I don't forget about my tour so that I don't waste disappointed	Help me feel confident about where to go and which one of these people is my guide Help me feel good about my decision to go on this product and to feel welcome Help me make the most of my purchase to this new place	Help me with good awkwardness Help me spread the word about a grateor provide watch-outs and feedback for one that wasnot so good	Help me see what I've done before Help me see what I could be doing next Help me see ways to enhance my new product
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	It's fun to look at options and imagine doing each like shopping for experiences photos, videos,and explanations are exciting to see It's reassuring to red reviews written by past	Excitement about the purchase ("Here we go!") 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 guides tend to be so good that people are reassured when they meet their guide People love the itself, we have a 98% satisfaction rating	People generally leave feeling refreshed and inspired	People like looking back We think people like these recommendations because they have an extremely high engagement rate
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	People sometimes forget to put in their dates or number of people, which leads them to discover tours they can't actually attend Several people expressed "information overload" as they browse People express a bit of fear of commitment at this step	Trepidation about the purchase ("I hope this will be worth it!")	People expressed awkwardness about finding their guide in a public place Sometimes people are matched up with participants that they don't really like	People are unclear whether a tip is necessary, especially for non-Americans on an American tour We have very low review rates (15% of people review experiences and tours) Customers report feeling review fatigue People describe leaving a review as an arduous process People feel peer pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't	
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 necessary? 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 equip people to buy (e.g. via online food or equivalent app) How might we totally eliminate this awkward moment?	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 product is over?