

Project Design Phase-II

Customer Journey

Team ID	PNT2022TMID26463
Project Name	Retail Store Stock Inventory Analytics

Problem – Customer Journey:

The customer journey is the process by which a customer interacts with a company in order to achieve a goal. From gaining awareness of a brand via social media to receiving an email after a successful transaction, there are usually many and varied steps in between. It is not something to assume or predict based on your internal perspective. A customer journey is very specific to the physical experiences your customers have.

Customer Journey for Retailer:

The Customer journey starts with the sign up/ login and ends with the report generation, where the retailer can perform the actions like stock updation, barcode generation and barcode updation.



Customer Journey for Customer:

The Customer journey for the customer starts with landing page and ends with bill generation, it is the end to end process where the customer can perform the actions like product search, barcode scanning and discounts

