

## Project Design Phase-II

### Customer Journey Template

|              |  |
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| 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.

#### Purpose:

- Allowing you to optimise the customer onboarding process.
- Benchmarking the customer experience desired by your customers against what they actually receive.
- Understanding the differences in buyer personas as they move from prospect to conversion through the buying funnel.
- Creating a logical order to your buyer journey.

#### Template:

##### Customer Journey for Retailer:

| Signup/Login | Stock Updation   | Barcode Generation | Barcode Updation | Report Generation |
|--------------|------------------|--------------------|------------------|-------------------|
| Landing page | Stock Management | New Product        | Stock Updation   | Stock Records     |
| + STEP       | + STEP           | + STEP             | + STEP           | + STEP            |

##### Customer Journey for Customer:

| Login/Signup | Product Search     | Barcode Scanning     | Discounts              | Bill Generation |
|--------------|--------------------|----------------------|------------------------|-----------------|
| Landing page | Search For Product | Scanning the Product | Based on Credit Points | Receipt         |
| + FORM STEP  | + STEP             | + STEP               | + STEP                 | + STEP          |