

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP












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DOMAIN NAME	RETAIL AND E-COMMERCE
PROJECT NAME	RETAIL STORE STOCK INVENTORY ANALYTICS

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, place each three "Five Es" the left or right depending on the scenario you are documenting.

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?	Many methods Word of mouth Hearing about it from friends or family	Love Get inspiration Look to other users or reviews	Awake Get a hint about new product	Security Secure transaction process	Peace Know how Having a guide to help with the process
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?	Other readers who have given reviews Workflows	Online and offline Resources to make the transition easy	Engagement of the user group Productivity	Emotions - Turn the experience to use the system Interact with the system about the past and how it affects the future	Recommend to others Social media reviews
Goals & motivations  At each step, what is a person's primary goal or motivation?	Help me by creating a user-friendly application for data analysis Help me to make all data without any loss	Help me to access the data whenever required Help me not to get any corruption while fetching specific user data	Help me giving alerts during low stock Help me to generate the purchase orders automatically	Help me to do secure transaction process Help me not to lose any data	Help me to get authentication for data security Help me to track all purchase payment
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Readers find it exciting to see the user-generated content It is interesting to know how the data is collected and how it is used to improve the system	The business stock management process is very simple and easy to use Readers want to spend their time on the system and not on the data	Readers want to spend their time on the system and not on the data Readers want to spend their time on the system and not on the data	Readers find it exciting to see the user-generated content Readers find it exciting to see the user-generated content	Readers find it exciting to see the user-generated content Readers find it exciting to see the user-generated content
Negative moments  What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Readers find it frustrating to see the user-generated content Readers find it frustrating to see the user-generated content	Readers find it frustrating to see the user-generated content Readers find it frustrating to see the user-generated content	Readers find it frustrating to see the user-generated content Readers find it frustrating to see the user-generated content	Readers find it frustrating to see the user-generated content Readers find it frustrating to see the user-generated content	Readers find it frustrating to see the user-generated content Readers find it frustrating to see the user-generated content
Areas of opportunity  How might we make each step better? What ideas do we have? What have others suggested?	Readers find it exciting to see the user-generated content Readers find it exciting to see the user-generated content	Readers find it exciting to see the user-generated content Readers find it exciting to see the user-generated content	Readers find it exciting to see the user-generated content Readers find it exciting to see the user-generated content	Readers find it exciting to see the user-generated content Readers find it exciting to see the user-generated content	Readers find it exciting to see the user-generated content Readers find it exciting to see the user-generated content