

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" to the left or right depending on the scenario you are documenting.

 <b>Scenario</b> Browsing, booking, attending, and rating a local city tour	 <b>Entice</b> How does someone initially become aware of this process?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?	<div>Many methods</div> <div>Word of mouth</div> <div>Referrals from friends</div> <div>Local newspaper</div> <div>Search engines</div> <div>Local community</div> <div>Local business</div> <div>Local events</div>	<div>Analysis</div> <div>Get a list about new product</div>	<div>Security</div> <div>Secure transaction process</div>	<div>Profit</div> <div>Share feedback</div> <div>Getting paid by using different inventory management</div> <div>Using application to manage inventory and reduce the time spent</div>	<div>Product knowledge</div> <div>Reseller will gain knowledge about the software and why it works</div>
<b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	<div>Other Resellers, Who have similar products</div> <div>Warehouse</div>	<div>Desktop and laptop</div> <div>Database to store the inventory data</div>	<div>Employees of the retail store</div> <div>Product labels</div>	<div>Employees - Train the employees to use the system</div> <div>Interact with the customers about the product and use of the product</div>	<div>Recommend to others</div> <div>Social media - Review</div>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation?	<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 data</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 payments</div>
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Resellers find it exciting to see the profit gained by using efficient inventory management</div> <div>It is motivating to know that the database system is not corrupt and the data is secure</div>	<div>The inventory stock management process becomes simple and hassle free</div> <div>Resellers tend to spend less time on inventory and more time on business with the company from the inventory</div>	<div>Resellers receive experience a efficiency of understanding or understanding</div> <div>Resellers earn more profit</div> <div>Resellers is highly motivated to deliver better business</div>	<div>Resellers feel delighted at high profit</div>	<div>Resellers really like this approach and would recommend to their colleagues</div>
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Resellers may find it hard to manage the data when it is not secure</div> <div>Resellers may find it hard to manage the data when it is not secure</div>	<div>Resellers may get confused or angry when the data is not secure</div> <div>Resellers may get confused or angry when the data is not secure</div>	<div>Resellers may get confused or angry when the data is not secure</div> <div>Resellers may get confused or angry when the data is not secure</div>	<div>Data security and integrity may not be fully maintained</div> <div>Resellers may find it hard to manage the data when it is not secure</div>	<div>Resellers may find it hard to manage the data when it is not secure</div> <div>Resellers may find it hard to manage the data when it is not secure</div>
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Could we create a user-friendly application for stock analysis</div>	<div>Could we create a user-friendly application for stock analysis</div>	<div>Could we create a user-friendly application for stock analysis</div>	<div>Could we create a user-friendly application for stock analysis</div>	<div>Could we create a user-friendly application for stock analysis</div>