Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

Product School

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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.

INVENTORY MANAGEMENT SYSTEM FOR RETAILERS

SCENARIO	Entice	Enter	Engage	Exit	Extend
Browsing, booking, attending, and rating a local city tour	How does someone initially become aware of this process?	What do people experience as they begin the process?	In the core moments in the process, what happens?	What do people typically experience as the process finishes?	What happens after the experience is over?
Steps What does the person (or group) typically experience?	Create an account into the application / Login/Signin into the application / Create individual database for each and every user inorder to manage database / Alert/ notify customer or retailers when out of stock exists.	Providing User Login details / Providing Admin Login details / Entering the inventory details	User and admin verification / accessing and managing the inventory system / Updates the inventory system and notifies.	Log Out / Delete Account	24/7 Customer Support. / Send alerts to Customers. / SMS Notifications.
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?	Authentication (email verification, SMS verification, captcha) / Authorization done by the admin panel by cross-checking. / Notification (SMS alert, sound signals)	Direct contact with the retailers based on the stocks and refilling. / Interact with IBM Watson Assistant for registration / Filling of required stocks based on the customer orders.	Creating database, storing values, allocation and updation.	Database Allocation / Database updation	Allocate database to each and every customer. / Updates database on each and every customer/retailer.
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")	User verification / Admin authorization	Details on stocks and the value of each stocks.	managing user inventory and maintaining separate database.	Provides continuous updates regarding the Inventory.	Alerts on Inventory Stock.
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?					
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Online Payment and billing system / Multiple user on different places interaction	Enabling third party apps to undergo card less and UPI payment. / Avoid clashing of activity while multiple users log into the application.	Authentication of Online payment and proper billing. / Taking survey on multiple login in order to know the user experience.	Proper intimation about the transaction with receipt.	Implementing Online payment system. / Make transaction easier. / Allow many user to login at the same time.

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