

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

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DOMAIN NAME	DATA ANALYTICS
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 from "Five Es" on 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 websites When not managing inventory, as a website process Get something back to order which is available	Anxiety Get a tour about new product	Security Secure transaction process	Profit Booking paid by using efficient inventory management Booking operation to manage inventory and reduce the tour price	Product knowledge Review will gain knowledge about the software with way of using it
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 features, like local guide problem Workflow	Desktop and computer Software to use the booking data	Engagement of the user team Product teams	Customers - Turn the software to use the system Software with the software about the software and the way of the process	Recommended to others Social media - Review
Goals & motivations At each step, what is a person's primary goal or motivation?	Help me by creating user-friendly application for stock analysis Help me to view 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?	Reviewers find it exciting to see the profit gained by using efficient inventory management It is interesting to find the inventory management system that is not only easy to use but also has the ability to track inventory	The technical stock management process is very simple and easy to use Reviewers find it exciting to see the inventory management system that is not only easy to use but also has the ability to track inventory	Reviewers value experience a ability of understanding or understanding Reviewers earn more profit Reviewers is highly motivated to deliver the best business	Reviewers find enjoyment of high profit	Reviewers really like this experience and would recommend to their colleagues
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?	Reviewers may find it frustrating to see the profit gained by using efficient inventory management Reviewers may find it frustrating to see the profit gained by using efficient inventory management	Reviewers may find it frustrating to see the profit gained by using efficient inventory management Reviewers may find it frustrating to see the profit gained by using efficient inventory management	Reviewers may find it frustrating to see the profit gained by using efficient inventory management Reviewers may find it frustrating to see the profit gained by using efficient inventory management	Reviewers may find it frustrating to see the profit gained by using efficient inventory management Reviewers may find it frustrating to see the profit gained by using efficient inventory management	Reviewers may find it frustrating to see the profit gained by using efficient inventory management Reviewers may find it frustrating to see the profit gained by using efficient inventory management
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Could we provide the user with a more intuitive interface?	Could we provide the user with a more intuitive interface?	Could we provide the user with a more intuitive interface?	Could we provide the user with a more intuitive interface?	Could we provide the user with a more intuitive interface?