

Project Design Phase-II
Customer Journey

Date	5 NOVEMBER 2022
Team ID	PNT2022TMID45498
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	4 Marks

Customer Journey:

Journey steps which step of the experience are you describing ?	Discovery Why do they ever start the journey?	Sharing why would they invite other?	Onboarding and first use How can they feel successful?	Registration why would they trust us?
Actions what does the customer do ? what information do they look for? what is their context ?	<div> <div>About inventory and where to start</div> <div>Product details</div> <div>To search he quality of product</div> </div>	<div> <div>Tries to identify the status of best seller</div> <div>By calculating cost of goods sold</div> </div>	<div> <div>By inventory of each product</div> <div>Avoiding stock out and over stocking</div> <div>Cost of inventory</div> </div>	<div> <div>By visualization charts</div> <div>complete understanding of product</div> <div>Availability of product</div> </div>
Need and pains what does the customer want to achieve or avoid? Tip:Reduce ambiguity,e.g.by using the first person narrator.	<div> <div>Get information about product</div> <div>product satisfaction</div> <div>stock quality</div> </div>	<div> <div>Low quality miserabic</div> <div>over cost anxiety quality satisfaction</div> </div>	<div> <div>Tracking inventory in advanced</div> <div>Availability of stock at time</div> <div>Reordering point</div> </div>	<div> <div>Help to find the availability of the product</div> <div>Help to find relevant information about retail store stock inventory</div> </div>
Touchpoint What part of the service do they interact with?	<div> <div>Profit/loss information</div> <div>short team forecasting</div> <div>over stocking</div> </div>	<div> <div>quality of product of services</div> <div>feedback about store stock inventory</div> </div>	<div> <div>ordering product when they need</div> <div>product quality and quantity</div> <div>Reorder to avoid stock-out</div> </div>	<div> <div>Multi-product inventory analysis</div> <div>Weekly report</div> <div>Each product profit/loss details</div> </div>
Customer feeling What is the customer feeling ? Tip:use the emoji app to express more emotions				
Opportunities what could we import or introduce ?	USER FRIENDLY	PROPER ANALYSIS	PROFIT/LOSS	QUALITY/QUANTIT
Process ownership who is in the lead on this ?	Retailer	Retailer	Retailer and supplier	Retailer and supplier