

Project Design Phase-II Customer Journey Map

Date	03 October 2022
Team ID	PNT2022TMID25500
Project Name	Project – Inventory Management System For Retailers
Maximum Marks	4 Marks

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?	Onboarding and First Use How can they feel successful?	Sharing Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	analyse stock count	time efficient cost effective availability of stocks	Satisfied work load is reduced fast in process easily can understand	user friendly
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	incorrect data entering product should be change	entering incorrect details less man power easy maintenance	easy to analyse stock prediction data are stored in data base increase the work speed	bill generation stocks availability adding stocks details
Touchpoint What part of the service do they interact with?	retailer feedback	hope fullness user friendly quality and quantity	adding products generating bill checking availability stocks update less stocks availability	sorted stocks maintenance option to update the stock distribution
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	😊	🙏	😎 😄	🏆 💰
Backstage				

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

- maintain stock
- retailer feedback
- time effective

What can they finally avoid doing?

- pressure of work
- no need to manual count
- issue of out of stock

What changed in my environment?

- decrease of work load
- less employability
- business growth

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