

**Project Design Phase-II**  
**Customer Journey Map**

Date	27 October 2022
Team ID	PNT2022TMID28264
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	2 Marks



## 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.

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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.

	<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>Visit website or app</div> <div>Customer receives email or text about the product</div> <div>Clicks on the link</div> <div>Chooses city area</div> <div>Customer receives email or text about the product</div> <div>Clicks on the link</div> <div>Views available products</div> <div>Customer receives email or text about the product</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div>	<div>Looks at the product</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div>	<div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div>	<div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div>	<div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div> <div>Clicks on the link</div>
<b>Interactions</b> What interactions do they have at each step along the way? <ul style="list-style-type: none"> <li><b>People:</b> Who do they see or talk to?</li> <li><b>Places:</b> Where are they?</li> <li><b>Things:</b> What digital touchpoints or physical objects would they use?</li> </ul>	<div>Interacts with the product</div> <div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div> <div>Interacts with the product</div>
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Help me learn more</div> <div>Help me learn more</div> <div>Help me learn more</div>	<div>Help me learn more</div> <div>Help me learn more</div> <div>Help me learn more</div>	<div>Help me learn more</div> <div>Help me learn more</div> <div>Help me learn more</div>	<div>Help me learn more</div> <div>Help me learn more</div> <div>Help me learn more</div>	<div>Help me learn more</div> <div>Help me learn more</div> <div>Help me learn more</div>
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div>
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Interacts with the product</div> <div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div>
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Interacts with the product</div> <div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div>	<div>Interacts with the product</div> <div>Interacts with the product</div>

