

Project Design Phase-II

CUSTOMER JOURNEY MAP

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID17895 |
| Project Name | Project - Retail Store Stock Inventory Analysis |
| 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? |
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| Actions What does the customer do? What information do they look for? What is their context? | Retailers requires the service in order to avoid overflow and underflow of stock inventory | Better user interface Provides better security to the data Notification upon minimum stock | When their profit grows exponentially Knowing the trends of the product Understanding mindset of the people | Sales report generation Less returns of items |
| Needs and Pains What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i> | Prediction of minimum stock and instant notification Instant sales report generation | Saving the cost Greater insights High profit | Avoiding overstock and understock problem Automatically adding the stocks using barcode scanner | Automatic generation of Stock information Information transparency Warehouse management |
| Touchpoint What part of the service do they interact with? | Through Website | Sign Up form Shop Id and phone Number Inventory dashboard | Visualization of profit Depicts the product in trend Reminds when to stock up | Share button Invite link Social media messages |
| Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i> | 😬 | 😬 | 😬 | 😬 |
| Backstage | | | | |
| Opportunities What could we improve or introduce? | Identifying the understock of the product being frequently | Visualization of inventory | Centralized tracking | Transparent Performance |
| Process ownership Who is in the lead on this? | Retailer | Retailer | Retailer | Retailer, New customers |

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