

Customer Journey Map

Date	9 October 2022
Team ID	PNT2022TMID04814
Project Name	Project - Inventory Management System for Retailers
Maximum Marks	2 Marks

This is the journey of a
 **Game-Changer**

Game changers are people who introduce new practices to their organizations. They want inspire others to co-create and innovate together.

What are their key goals and needs?

Quality

Profit

Selection

What do they struggle with most?

Stockmanai
ng

Outdated
product

Product
identification

What tasks do they have?

Checking the
quality

Setting up
the prices

Stock
maintaining

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Registration Why would they trust us?
Actions What does the customer do? What information do they look for? What is their context?	list of product and price	To get quality product profitable price
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>	Buy quality product getting outdated product	Discount low quality
Touchpoint What part of the service do they interact with?	assessments	suppliers billing
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?	Increase the <div><div></div><div></div><div></div></div>	Increase the sale, <div><div></div><div></div><div></div></div>
Process ownership Who is in the lead on this?	Quality manager	Manager

