

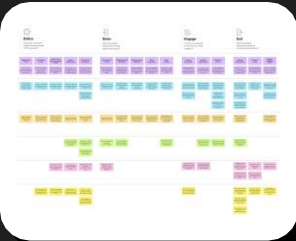


Customer experience journey map

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.












PROJECT DESIGN PHASE 2

TEAM ID: PNT2022TMID02970
PROJECT NAME: INVENTORY MANAGEMENT SYSTEM FOR RETAILERS

TIP

As you add steps to the experience, move each these "Five Es" the left or right, depending on the scenario you are documenting.



SCENARIO Browsing, booking, attending, and rating a local city tour	 Entice How does someone initially become aware of this process?	 Enter What do people experience as they begin the process?	 Engage In the core moments in the process, what happens?	 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?
 Steps What does the person (or group) typically experience?	<div>Maintenance of proper stock</div> <div>Determination to achieve requirements</div> <div>Product track status</div> <div>Connecting with google account</div>	<div>Add profile picture</div> <div>Product tracking</div> <div>Drop feedback on process</div>	<div>Stocks updation</div> <div>Refilling stocks in inventory</div> <div>Alert on product reshipe</div>	<div>Efficient inventory storage</div> <div>Better inventory process</div>	<div>Gather feedback from end-users</div> <div>Display sales dashboard</div>
 Interactions What interactions do they have at each step along the way? <ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?	<div>Unable to access by their own</div> <div>Free plans/ Standard plans</div> <div>Only authenticated uses can access can login</div>	<div>Display of stock details</div> <div>E-mail access</div> <div>Account settings</div>	<div>Live chat-bot</div> <div>Templates browser</div> <div>Adding stock/ product information</div>	<div>Search engine optimiser</div> <div>Help centre</div> <div>Deleting stock information</div>	<div>Display stocks</div> <div>Selection of stock</div> <div>Social media platform</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>Facilities to enrich the stock</div> <div>Inventory information safely authenticated</div>	<div>Sufficient supply</div> <div>Inventory availability</div>	<div>Stock batch tracking</div> <div>Educational materials</div>	<div>Cost-effective</div> <div>Better inventory storage</div> <div>Scale the production</div>	<div>Saves time and money</div> <div>Satisfy the need of users</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Notification of stock arrival</div> <div>Chart analysis</div>	<div>Money savings</div> <div>Technical insights</div>	<div>Avoid of stock shortage</div> <div>Increased benefits</div>	<div>Automate reordering products/stocks</div> <div>Task maintenance</div>	<div>Security insights</div> <div>Information transition</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Complex in understanding</div> <div>Production stock problem</div>	<div>Demand based on seasonal needs</div> <div>Crash in software due to traffic</div>	<div>Inadequate and improper planning</div> <div>Packaging issues</div>	<div>Improper tracking</div> <div>Supply chain complexity</div>	<div>Insufficient control management</div> <div>Maintenance of Warehouse</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Identifying of useful stocks</div> <div>Productive inventory ideas</div>	<div>Chart and graph analysis</div> <div>Stock maintenance</div>	<div>Personal tracking</div> <div>Technical insights</div>	<div>Stock audit</div> <div>Avoid errors</div>	<div>Expanding production</div> <div>Extraordinary performance</div>

