

Team ID	PNTTMID202227973
Project Name	Retail store stock inventory analytics

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?	<div>Quality of the product</div> <div>Customer satisfaction</div>	<div>Respect their time</div> <div>Satisfy their needs</div> <div>Privacy and Security</div>	<div>Develop a plan</div> <div>Have a good communication</div> <div>Discounts and offers</div>	<div>To gain more profit</div> <div>To know more about the stock</div> <div>Build the social media presence</div>
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>	<div>Good communication</div> <div>User friendly treatment</div>	<div>Satisfy the customer needs</div> <div>Know the current trends</div> <div>Stock information</div>	<div>Live tracking</div> <div>Increase brand loyalty</div> <div>Sound and comfortable environment</div>	<div>Share through mails</div> <div>Have frequent mails about the trends</div> <div>Up to date information</div>
Touchpoint What part of the service do they interact with?	<div>Authorized account</div>	<div>Give notification about products</div> <div>Give call about new product</div> <div>Send emails about the improvement</div>	<div>Affordable prices</div> <div>Satisfying delivery options</div>	<div>Social media</div> <div>Advertisements</div>
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>	<div>😬</div>	<div>😬</div>	<div>😊</div>	<div>😬</div>
Process Ownership Who is on the lead on this?	<div>Retailer</div>	<div>Retailer</div>	<div>Retailer</div>	<div>Retailer and customer</div>