## **Retail Store Stock Inventory Analytics**

Team ID: PNT2022TMID22699

SCENARIO

Buying a product from the shop



Why do we purchase?



## Enter

What do people experience as they begin the process?



## Engage

In the core moments in the process, what happens?



Leave the guide & group

What do people typically experience as the process finishes?



## Extend

What happens after the experience is over?



What does the person (or group) typically experience?

or app

Start purchase the products



Interactions

What interactions do they have at each step along the way?

People: Who do they see or talk to?

Places: Where are they?

**Things:** What digital touchpoints or physical objects would they use?

City section of the website, iOS app,or Android app

If other users interact with this person, they will see these completed tours also

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

People love the itself, we have a 98% satisfaction rating

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

**Negative moments** 

the purchase ("I hope this will be worth it!")



Areas of opportunity How might we make each step better? What ideas do we have?

What have others suggested?

leaving a review as an arduous process