












Project Design Phase 2 - Customer Journey Map  
Date 13th October 2022  
Team ID PNT2022TMID09234  
Project Name Retail Store Stock Inventory Analytics



## 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.

**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	 <b>Entice</b> How does someone initially become aware of this process?	 <b>Enter</b> What do people experience as they begin the process?	 <b>Engage</b> In the core moments in the process, what happens?	 <b>Exit</b> What do people typically experience as the process finishes?	 <b>Extend</b> What happens after the experience is over?
 <b>Steps</b> What does the person (or group) typically experience?	<div>Heavy workload</div> <div>Manual entry of managing inventory is a tedious process</div> <div>Loss</div> <div>Bad management leads to under stock or overstock</div>	<div>Anxiety</div> <div>Get a fear about new product</div>	<div>Security</div> <div>Secure transaction process</div>	<div>Profit</div> <div>Getting profit by using efficient inventory Management</div> <div>Stress free</div> <div>Using application to manage inventory will reduce the man power</div>	<div>Product Knowledge</div> <div>Retailer will gain knowledge about the software and way of using it</div>
 <b>Interactions</b> What interactions do they have at each step along the way? ■ <b>People:</b> Who do they see or talk to? ■ <b>Places:</b> Where are they? ■ <b>Things:</b> What digital touchpoints or physical objects would they use?	<div>Other Retailers Who faced similar problem</div> <div>Warehouse</div>	<div>Dealers and customers</div> <div>Databases to store the inventory data</div>	<div>Employees of the retail store</div> <div>Productstocks</div>	<div>Employees - Turn the employee to use the system</div> <div>Interact with the stakeholders about the profit and loss of the products</div>	<div>Recommend to others</div> <div>Social media - Review</div>
 <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation?	<div>Help me by Creating user friendly application for stock analysis</div> <div>Help me to store all data without any loss</div>	<div>Help me to access the data whenever required</div> <div>Help me not to get any corruption while fetching specific user detail</div>	<div>Help me giving alerts during low stock</div> <div>Help me to generate the purchase orders automatically</div>	<div>Help me to do secure transaction process</div> <div>Help me not to lose any data</div>	<div>Help me to get authentication for data security</div> <div>Help me to track all purchase payables</div>
 <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Retailers find it exciting to see the profit gained by using efficient inventory management</div> <div>It is motivating to know about the alternative method for inventory management rather than the manual tedious process.</div>	<div>The tedious stock management process becomes simple and hassle free</div> <div>Retailers tend to spend their time on innovative ideas to improve their business rather than spending time on inventory</div>	<div>Retailers never experience a difficulty of understocking or overstocking</div> <div>Retailers earns more profit</div> <div>Retailers is highly motivated to expand his/her business.</div>	<div>Retailers find delightful of high profit</div>	<div>Retailers really like this approach and would recommend to their colleagues</div>
 <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Retailers may find it costly to implement the application into their organization</div> <div>Retailers may have the fear whether it will be right choice or not.</div>	<div>Retailer may get confused on where to start in converting the manual process into automated one</div> <div>Since the application is entirely new for retailers, they may feel hesitant at times in using the application.</div>	<div>Sometimes retailers may end up in loss due to miscalculations.</div>	<div>Data security and integrity must be achieved at any cost</div> <div>Reduced physical audits may have affected some loss.</div>	<div>Some retailers may have underligned experience due to lack of knowledge in using the application</div>
 <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<div>Could we provide the interface services that the retailers need so that they can pay only for that.</div>	<div>Data visualization of stock levels is or may assist to understand the going through the various level of stock.</div> <div>Notification alert on understock or overstock</div>	<div>Integrating with accounting programs to track cash flow.</div> <div>Decision making does based on various factors like various stock location based etc.</div> <div>How might we effectively notify about the overstock or understock.</div>	<div>How might we make retailers understand about using the application</div> <div>How might we provide detailed and understandable report on inventory</div>	<div>How might we help retailers to use the application for the large scale</div>