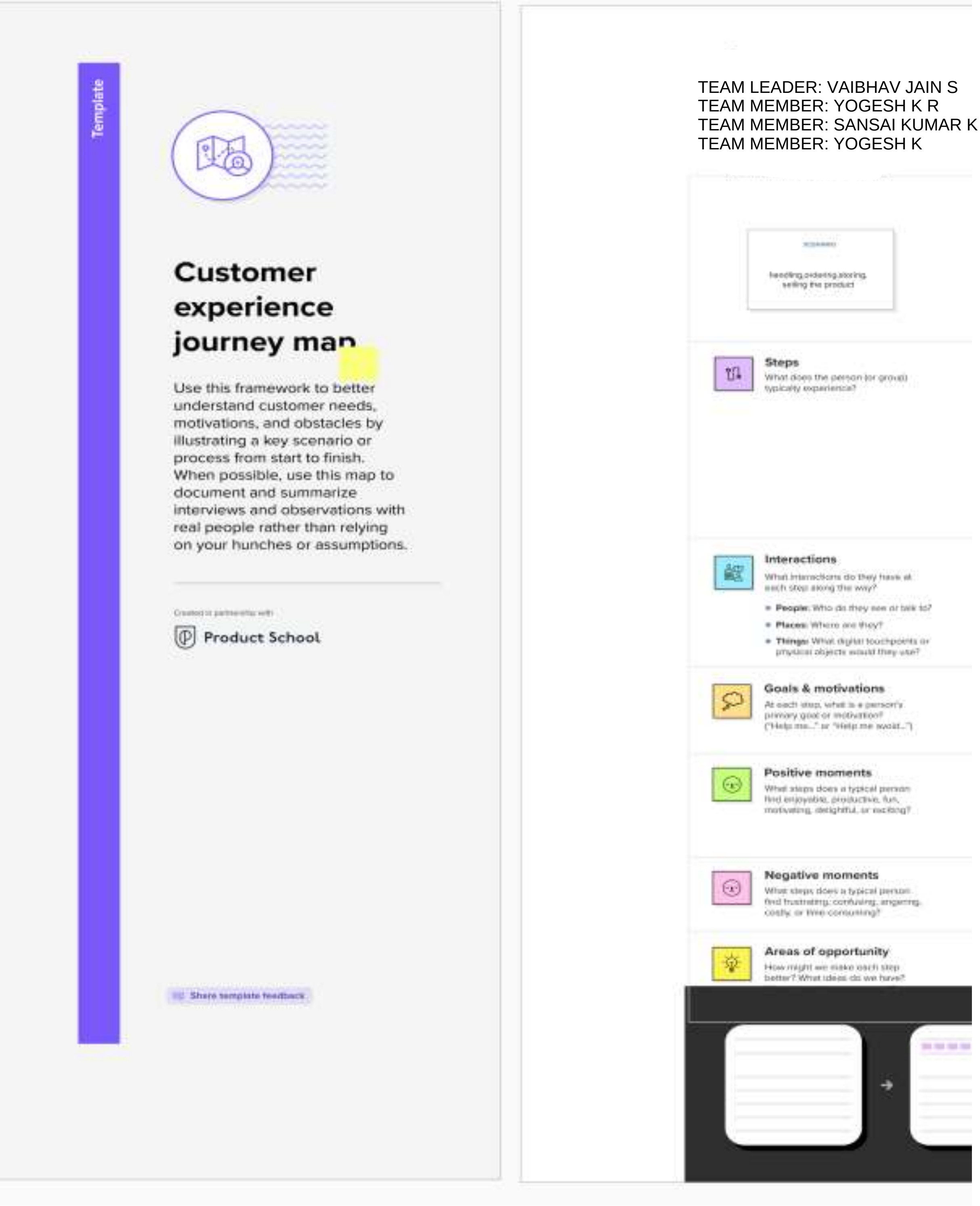
Project Design Phase-II
Customer Journey Map

Date	07 November 2022
Team ID	PNT2022TMID53537
Project Name	Inventory management system for retailers
Maximum Marks	4 Marks

Customer Journey Map:



Template

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.

Created in partnership with

Product School

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handling,ordering,storing, selling the product

Steps
What does the person (or group) typically experience?

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

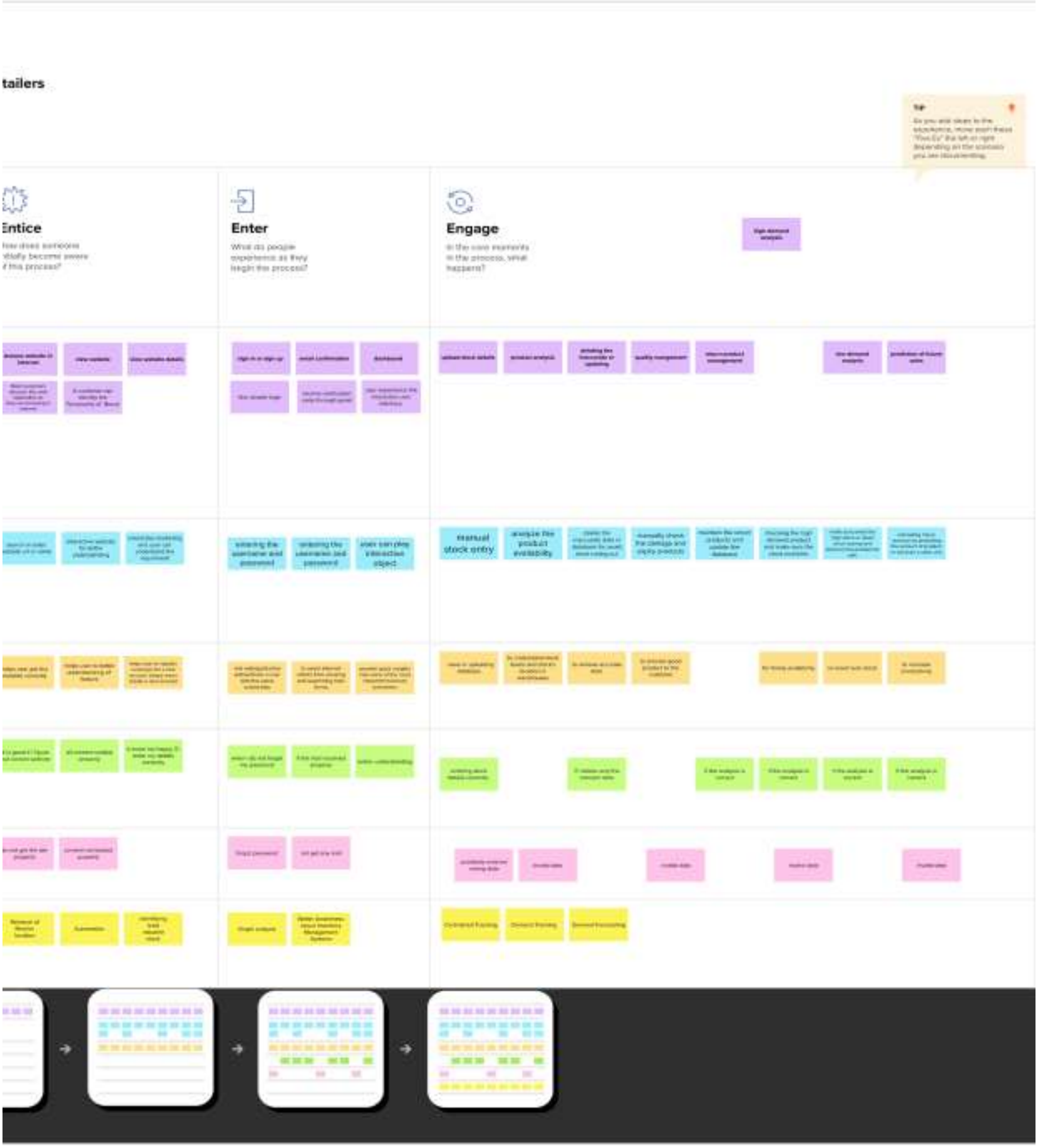
- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

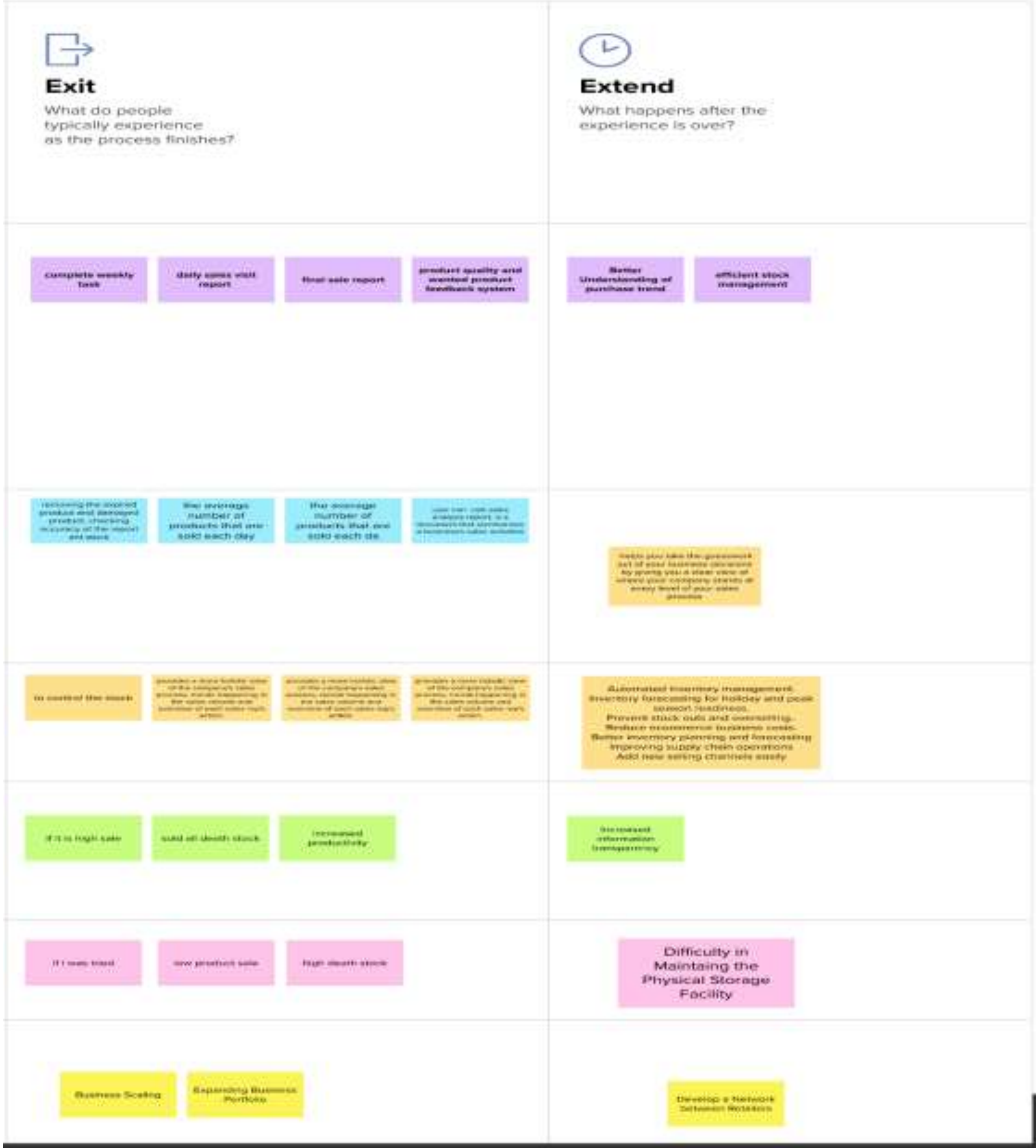
Goals & motivations
At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

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

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

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


tailers
Entice
low does someone
itially become aware
f this process?
Enter
What do people
experience as they
begin the process?
Engage
In the core moments
in the process, what
happens?
entering the username and password
entering the username and password
user can play interactive object
manual stock entry
analyze the product availability



Exit

What do people typically experience as the process finishes?

Extend

What happens after the experience is over?

complete weekly task

daily sales visit report

final sale report

product quality and wanted product feedback system

Better Understanding of purchase trend

efficient stock management

the average number of products that are sold each day

the average number of products that are sold each da

to control the stock

Automated inventory management.
Inventory forecasting for Holiday and peak season readiness.
Prevent stock outs and overselling.
Reduce ecommerce business costs.
Better inventory planning and forecasting
Improving supply chain operations
Add new selling channels easily

if it is high sale

sold all death stock

increased productivity

Increased information transparency

If I was tired

low product sale

high death stock

Difficulty in Maintaing the Physical Storage Facility

Business Scaling

Expanding Business Portfolio

Develop a Network between Retailers