

Project Design Phase-II Customer Journey - Day 1

Date	03 October 2022
Team ID	PNT2022TMID04526
Project Name	Project - Inventory Management System for Retailers
Maximum Marks	

Customer Journey Map:

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?	Stock count	Exact data Cost effective Time efficient	Satisfied Work Load is Reduced Understandable Process is Fast	Tell about features User friendly History tracking
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>	Fear of data Leakage Mismatching data	Entering Incorrect details Less Man Power Easy Maintenance	Processing is Easy Workload is Reduced Work Speed Increased Resource saved	Regular adding of stocks Automatic bill generation Bar code scanner automatically add product
Touchpoint What part of the service do they interact with?	Customer Feedback	Invoice Product Quality & Quantity	Adding products Stock in & out details Billing details Transaction history	Correct stock maintenance Customer feedback Automatic update of stock
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to express more emotions</i>				

