Project Design Phase-II Customer Journey Map

Date	02 November 2022
Team ID	PNT2022TMID14519
Project Name	Project - Inventory Management System For Retailers
Maximum Marks	4 Marks





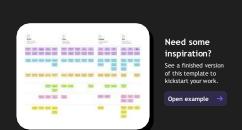
Customer experience journey map

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.

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Retail store stock inventory analytics

The interface of retailer with stock inventory analytics and interaction of customer to buy inventory from retailer.



SCENARIO Browsing, booking, attending, and rating a local city tour	Entice How does someone initially become aware of this process?	Enter What do people experience as they begin the process?	Engage In the core moments in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What does the person (or group) typically experience?	Register Login Collect sales Data The customer enters required details to register details to register application Submitted The retailer collects the sales dataset	View Product Review Check stock Sales The customer views other peoples review about the product in stock The retailer checks the sales details	Stock details Track inventory Reordering points Product quality and quantity The retailer updates the stock details The retailer track the inventory available for the stock details of the stock details to the inventory available to the stock details of the stock details of the stock details to the stock details of the sto	Satisfaction if required product was is purchased The retailer makes sure the required product is in stock product quality from customers. Writing and submitting review submitting review when the product quality from submits review customers.	Share Success Share review of secret product Share stock details
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?	Hears review about Retailer product quality Retailer Updating stock inventory	Access website for Retailer checks Profit / Loss information Hears review about product quality	Make reordering if product is out of stock Checks quality of product Checks review	Submit review To retailer Suggestions if any	Suggests to make Feedback about inventory on stock Stock Inventory
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me" or "Help me avoid")	User Interaction for review about the Spread Information product	make products List View products only in available stock	Checking if requirede Checking review for quantity is available particular product on how to do	Give details of when Video record about the product will come people review in stock	Share details of must sold product
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Login without any issus Credentials verified	Product details Easy search	Required product is Good review about Satisfied with product stock available based available product quality on sales	Good review about Happy customers	Share success secret
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Network issues Fear about reviews	Complications	Disappointed if Retailer depressed product is out of that couldn't make stock product on stock	Review may be less Loss of customers	Share about the service provided
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	Make it easier to Provide a simpler compare and shop for experiences without information overload having to click on them	Image representation of product	Alternate product about the quality and availability if required usage of selected one o=is out of stock product	How might we extend the personal connection with customers?	New products that have launched

