

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.

TIP
As you add steps to the experience, move each these "Fine Es" the left or right depending on the scenario you are documenting.

<div>SCENARIO</div> <div>Browsing, booking, attending, and rating a local city tour</div>	<div></div> <div>Entice</div> <div>How does someone initially become aware of this process?</div>	<div></div> <div>Enter</div> <div>What do people experience as they begin the process?</div>	<div></div> <div>Engage</div> <div>In the core moments in the process, what happens?</div>	<div></div> <div>Exit</div> <div>What do people typically experience as the process finishes?</div>	<div></div> <div>Extend</div> <div>What happens after the experience is over?</div>
<div></div> <div>Steps</div> <div>What does the person (or group) typically experience?</div>	<div><div>Register</div><div>The customer enters required details to register the application</div></div> <div><div>Login</div><div>The customer logs in with credentials submitted</div></div> <div><div>Collect sales Data</div><div>The retailer collects the sales dataset</div></div>	<div><div>View Product Review</div><div>The customer views other peoples review about the product</div></div> <div><div>Check stock</div><div>The customer checks whether the product required is in stock</div></div> <div><div>Sales</div><div>The retailer checks the sales details</div></div>	<div><div>Stock details</div><div>The retailer updates the stock details</div></div> <div><div>Track inventory</div><div>The retailer track the inventory available</div></div> <div><div>Reordering points</div><div>If out of stock reordering of stock is done</div></div> <div><div>Product quality and quantity</div><div>Review about product quality is collected</div></div>	<div><div>Satisfaction if required product was in purchased</div><div>The retailer makes sure the required product is in stock</div></div> <div><div>Prompt for review</div><div>The retailer collects review about the product quality from customers.</div></div> <div><div>Writing and submitting review</div><div>The customer submits review</div></div>	<div><div>Share success secret</div><div>Share stock details</div></div> <div><div>Share review of product</div><div></div></div>
<div></div> <div>Interactions</div> <div>What interactions do they have at each step along the way?<ul style="list-style-type: none">People: Who do they see or talk to?Places: Where are they?Things: What digital touchpoints or physical objects would they use?</div>	<div>Hears review about product quality</div> <div>Retailer</div> <div>Updating stock inventory</div>	<div>Access website for free</div> <div>Retailer checks Profit / Loss information</div> <div>Hears review about product quality</div>	<div>Make reordering if product is out of stock</div> <div>Customer checks the product availability</div> <div>checks quality of product</div> <div>Checks review</div>	<div>Submit review</div> <div>To retailer</div> <div>Suggestions if any</div>	<div>Suggests to make inventory on stock</div> <div>Feedback about Stock Inventory</div>
<div></div> <div>Goals & motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>	<div>User Interaction for review about the product</div> <div>Spread Information</div>	<div>make products List available</div> <div>View products only in stock</div>	<div>Checking if required quantity is available</div> <div>Checking review for particular product</div> <div>Trial video to educate on how to do</div>	<div>Video record about people review</div> <div>Give details of when the product will come in stock</div>	<div>Share details of must sold product</div>
<div></div> <div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>	<div>Login without any issue</div> <div>Credentials verified</div>	<div>Product details available</div> <div>Easy search</div>	<div>Required product is available</div> <div>Good review about product quality</div> <div>Satisfied with product</div> <div>Retailer able to make stock available based on sales</div>	<div>Good review about shop</div> <div>Happy customers</div>	<div>Share success secret</div>
<div></div> <div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>	<div>Network issues</div> <div>Fear about reviews</div>	<div>Complications</div>	<div>Disappointed if product is out of stock</div> <div>Retailer depressed that couldn't make product on stock</div>	<div>Review may be less</div> <div>Loss of customers</div>	<div>Share about the service provided</div>
<div></div> <div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have? What have others suggested?</div>	<div>Make it easier to compare and shop for experiences without having to click on them</div> <div>Provide a simpler summary to avoid information overload</div>	<div>Image representation of product</div>	<div>Alternate product availability if required one o-is out of stock</div> <div>Brief Description about the quality and usage of selected product</div>	<div>How might we extend the personal connection with customers?</div>	<div>New products that have launched</div>

