FAIRPLANE 👆

Retail store stock inventory Analytics

Project Name Retail Store Stock Inventory Analytics PNT2022TMID49986 Team ID

Buying a product from the shop



Enter

What do people experience as they begin the process?



In the core moments in the process, what happens?



What do people typically experience as the process finishes?



Extend

What happens after the experience is over?

What does the person (or group) typically experience?

After deciding to go on this products, they click the Purchase button

group around the area, explaining things as they go. Typically this lasts

Experience the product

Leave the guide & group

Interactions

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

Places: Where are they?

People: Who do they see or talk to?

Things: What digital touchpoints or physical objects would they use?

ebsite, iOS app,or

City section of the website, iOS app,or

City section of the website, iOS app,or

City section of the website, iOS app,or

within the website, iOS app,

with this person, they will see these

Goals & motivations

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

fun or learn new things on my

Help me make the most of my purchase to this new place

Positive moments

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

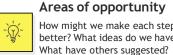
People love the itself, we have a 98% satisfaction rating

People generally leave feeling refreshed and inspired

Negative moments

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

Trepidation about the purchase ("I hope this will be worth it!")



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

People describe leaving a review as an arduous process