





## Project Design Phase-II

### Customer Journey Map

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Team ID	PNT2022TMID38332
Project Name	Retail Store Stock Inventory Analytics

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?
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	<div>Product quality and details</div> <div>Customers have unique budgets and what they can purchase a product</div> <div>Customers convenience</div>	<div>Research their own and deliver on their promises</div> <div>Quantity and availability of products</div> <div>As products reputation</div>	<div>Understand their problems and their commitment, phone activation</div> <div>Identify the customer's end goal</div> <div>Develop a roadmap</div>	<div>To get another person to join you at a specific event</div> <div>Go beyond selling products</div> <div>Build your social media presence</div>
<b>Needs and Pains</b> What does the customer want to achieve or avoid? <i>Tip: Reduce ambiguity, e.g. by using the first person narrator.</i>	<div>Offer multichannel support</div> <div>Transparency is the most basic customer need to achieve</div> <div>Clear Communication</div>	<div>Offer Excellent Customer Service</div> <div>Always prioritize your customer</div> <div>An expectation of today's consumers</div>	<div>Increase brand loyalty</div> <div>Providing a positive, helpful and friendly environment</div> <div>Customers need options when they're getting ready to make a purchase</div>	<div>Low cost miserable</div> <div>Know that your products are better than those offered by competitors</div> <div>Focus on the benefits and not on the feature of the product</div>
<b>Touchpoint</b> What part of the service do they interact with?	<div>Via using AD</div> <div>Seeing social media poster</div> <div>Conversations with company representative</div>	<div>Give an notification for particular product</div> <div>Getting a phone call about particular product</div> <div>See ratings and reviews about a product</div>	<div>Quick delivery of the product</div> <div>Improving product offerings</div> <div>Ensuring more accurate pricing</div>	<div>User friendly experience</div> <div>More satisfied with quality of the product</div> <div>By inviting other people they can get an offer</div>
<b>Customer Feeling</b> What is the customer feeling? <i>Tip: Use the <b>emoji app</b> to express more emotions</i>				
<b>Backstage</b>				
<b>Opportunities</b> What could we improve or introduce?	USER FRIENDLY	PROPER ANALYSIS	PROFIT/LOSS	QUALITY/QUANTITY
<b>Process ownership</b> Who is in the lead on this?	Retailer	Retailer	Retailer and Supplier	Retailer and Supplier

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