

# CUSTOMER JOURNEY MAP

Date	12 September 2022
Team ID	PNT2022TMID14014
Project name	Retail store stock inventory management
Maximum marks	4 Marks

<p><b>SCENARIO</b></p> <p>Browsing, booking, attending, and rating a local city tour</p>	<p><b>Entice</b></p> <p>How does someone initially become aware of this process?</p>	<p><b>Enter</b></p> <p>What do people experience as they begin the process?</p>	<p><b>Engage</b></p> <p>In the core moments in the process, what happens?</p>	<p><b>Exit</b></p> <p>What do people typically experience as the process finishes?</p>	<p><b>Extend</b></p> <p>What happens after the experience is over?</p>
<p><b>Steps</b></p> <p>What does the person (or group) typically experience?</p>	<p>Ordering new stock</p> <p>The customer faces the problem when new packages are to be placed</p> <p>Starts looking for some solution</p> <p>He/she starts to search for solution on supplier's website &amp; app</p> <p>Browse</p> <p>Browse deeply through the matching customer</p> <p>View detail on existing solution in program</p> <p>Starts contacting the person already using the solution and distribute it</p>	<p>Start purchase of the solution?</p> <p>After deciding, the go on to purchase the solution</p> <p>confirm the purchase</p> <p>After thorough knowledge is gained a purchase order is placed</p> <p>The solution is explained by the provider</p> <p>after the purchase is done the solution details is shared with the customer</p>	<p>Get the software solution delivered to the customer</p> <p>The customer orders the goods required using the solution software</p> <p>Experience the inventory change essential stage</p> <p>The related change will lead to better profits and higher status of the business</p> <p>the customer personalise using the solution to view the stock to high calculation</p> <p>the customer personalise using the solution to view the stock to high calculation</p>	<p>Prompt for review</p> <p>A email for a webpage is sent after the purchase</p> <p>Writing and submitting review</p> <p>The customer gives a review and feedback formulating with writing</p>	<p>The used solution and period of use appears on the app</p> <p>Personalised recommendations</p> <p>The user volume appears on the app and will remind you of the experience</p> <p>personalised recommendations for another solution or to share with friends &amp; family</p>
<p><b>Interactions</b></p> <p>What interactions do they have at each step along the way?</p> <p>People: Who do they see or talk to?</p> <p>Places: Where are they?</p> <p>Things: What digital touchpoints or physical objects would they use?</p>	<p>Booking through the app or website depending on the device</p> <p>Show all the available options depending on the size of inventory</p> <p>A clear video they can watch to experience 'tour' it world</p> <p>The solution if it is compatible with the present inventory space</p>	<p>A easy interface very friendly to the user</p> <p>Easy payment overlay</p> <p>A completely friendly calculation on the goods</p>	<p>Direct interaction with the customer gives a pleasant knowledge sharing source</p> <p>Interaction with the goods delivered to view the stock to high calculation</p> <p>Direct interaction with the customer gives a pleasant knowledge sharing source</p>	<p>Booking on the solution they have taken</p> <p>Direct interaction with the customer</p>	<p>A verified customer is put up on the company website app</p>
<p><b>Goals &amp; motivations</b></p> <p>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>Help me avoid excess storage of goods</p> <p>Only to store the most demanded goods</p> <p>Help me understand what this is all about</p>	<p>Help me get through this payment without too much trouble</p> <p>Help me make sure that I understand the solution and get the best results</p>	<p>Helps me feel confident on using the inventory without any trouble</p> <p>Helps me make sense out of the solution in terms of time spent in stock</p>	<p>Help leave the stock with a satisfied feeling</p>	<p>Help me see what I was doing before the solution and past solution</p>
<p><b>Positive moments</b></p> <p>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>Is for looking at various options which makes them change preference easily</p> <p>A demo video or a trial from a previous customer will give them more confidence</p> <p>The confidence that the solution is really effective</p>	<p>Excellent about the implementation of the new solution</p>	<p>The solution being so good that people tend to recommend it to their friends and family</p> <p>People love the solution using a solution for more than 90%</p>	<p>People leave the place with a very happy feeling and confirmation they will come back for it</p>	<p>People like to compare different types of RCI as businesses</p>
<p><b>Negative moments</b></p> <p>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>People sometimes are scared to change to new solutions thinking it will spoil the present purchase</p> <p>People experience a lot of time lost or confused information after</p> <p>People feel that the solution might be too expensive to afford</p>		<p>People find it annoying if any bugs are present</p> <p>People find about the system action</p>	<p>customers report reviews heavily based on experience</p>	
<p><b>Areas of opportunity</b></p> <p>How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Could we place a live interaction or a demo for clear understanding</p> <p>Have it easier to compare with the solutions provided by others</p> <p>A easy solution to avoid things overlaid with high RCI</p>		<p>Take the customer feedback and cover it within 24 hours</p>	<p>Have we might take the review and feedback for any RCI</p>	<p>How we will create trust in customer or provide offers to our valuable customers</p>