




# User Journey Map

| JOURNEY STEPS<br>Which step of the experience are you describing ?                                 | DISCOVERY<br>Why they started the journey   | REGISTRATION<br>Why would they trust us?   | ONBOARDING AND FIRST USE<br>How can they feel Successful?   | SHARING<br>Why would they invite others ?   |
|--|---|--|---|---|
| ACTIONS<br>What does the customer do? What information do they look for ? What is their context    | <div>Product details</div> <div>How much does it cost?</div> <div>How much does it weigh?</div>   | <div>On registration charts</div> <div>Can you customize the product?</div> <div>Availability of the product</div>                         | <div>Availability stock and how working</div> <div>As number of stock product</div> <div>Cost of inventory</div>          | <div>Time to identify the status of best seller</div>                               |
| NEEDS AND POINTS<br>What does the customer want to achieve or avoid? Tip: Reduce ambiguity         | <div>Product Satisfaction</div> <div>Get information about product</div> <div>Stock quality</div> | <div>Help to find the availability of the product</div> <div>How to find the relevant information about retail store stock inventory</div> | <div>Tracking inventory in warehouse</div> <div>Reordering point</div> <div>Availability of stock at store</div>          | <div>Low quality reusable</div> <div>Over cost already quality satisfaction</div>   |
| TOUCHPOINT<br>What part of the service do the interact with?                                       | <div>Smart Web browsing</div> <div>over much</div> <div>product size information</div>            | <div>Multi product inventory analytics</div> <div>Weekly report</div> <div>can access previous details</div>                               | <div>Resistor to avoid stock-out</div> <div>Ordering product when they need</div> <div>Product quality and quantity</div> | <div>Quality product of services</div> <div>Push back about stock inventory</div>   |
| CUSTOMER FEELING<br>What is the customer feeling ? Tip: Use the emoji app to express more emotions |   |   |                                        |  |

BACKSTAGE

|   |                     |                     |                                  |                                  |
|---|---------------------|---------------------|----------------------------------|----------------------------------|
| OPPORTUNITIES<br>What could we improve or introduce ? | USER FRIENDLY       | PROPER ANALYSIS     | PROFIT/LOSS                      | QUALITY/QUANTITY                 |
| PROCESS OWNERSHIP<br>Who is in the lead on this?      | <div>Retailer</div> | <div>Retailer</div> | <div>Retailer and supplier</div> | <div>Retailer and supplier</div> |

Customer /User journey map

Date

16/oct/2022

Team ID

40315

Project Name

Retail store stock inventory analytics

Maximum Marks

4marks