Project Design Phase-II

Customer/User Journey Map

Date	16 October 2022
Team ID	PNT2022TMID01428
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	

Customer Journey Map:

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?	
Actions What does the customer do? What information do they look for? What is their context?	Product details	To search the quality of product	About inventory and where to start	By visualisation charts	Complete understanding of products	Availability of products	By inventory of each product	Avoiding stock-out and over stocking	Cost of inventory	Tries to identify the status of best seller	By calculating cost of goods sold
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Product satisfaction	Get information about product	Stock quality	Help to find the availability of the product	Help to find relevant information about retail store stock inventory		Tracking inventory in advanced	Availability of stock at time	Reordering point	Low quality miserable	Over cost Anxiety quality, satisfaction
Touchpoint What part of the service do they interact with?	Short-term forcasting	Over stocking	Profit/loss information	Multi-product inventory analysis	Weekly report	Each product profit/loss details	Ordering products when they need	Reorder to avoid stock-out	Product quality and quantity	Quality of product or services	Feedback about retail store stock inventory
Customer Feeling What is the customer feeling? Tip: Use the **emoji app** to express more emotions				🤔			🙁			🥴	
Backstage											
Opportunities What could we improve or introduce?	USER FRIENDLY			PROPER ANALYSIS			PROFIT/LOSS			QUALITY/QUANTIT	
Process ownership Who is in the lead on this?	Retailer			Retailer			Retailer and supplier			Retailer and supplier	