


Project Design Phase-II

Customer Journey Map

Date	07 November 2022
Team ID	PNT2022TMID41025
Project Name	Inventory management system for retailers
Maximum Marks	4 Marks

Customer Journey Map:


Template




Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

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Inventory management system for

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Receiving
Handling, ordering, storing
Selling the product



Steps


What does the person (or group) typically experience?



Interactions


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

- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?




Goals & motivations

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




Positive moments

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



Negative moments

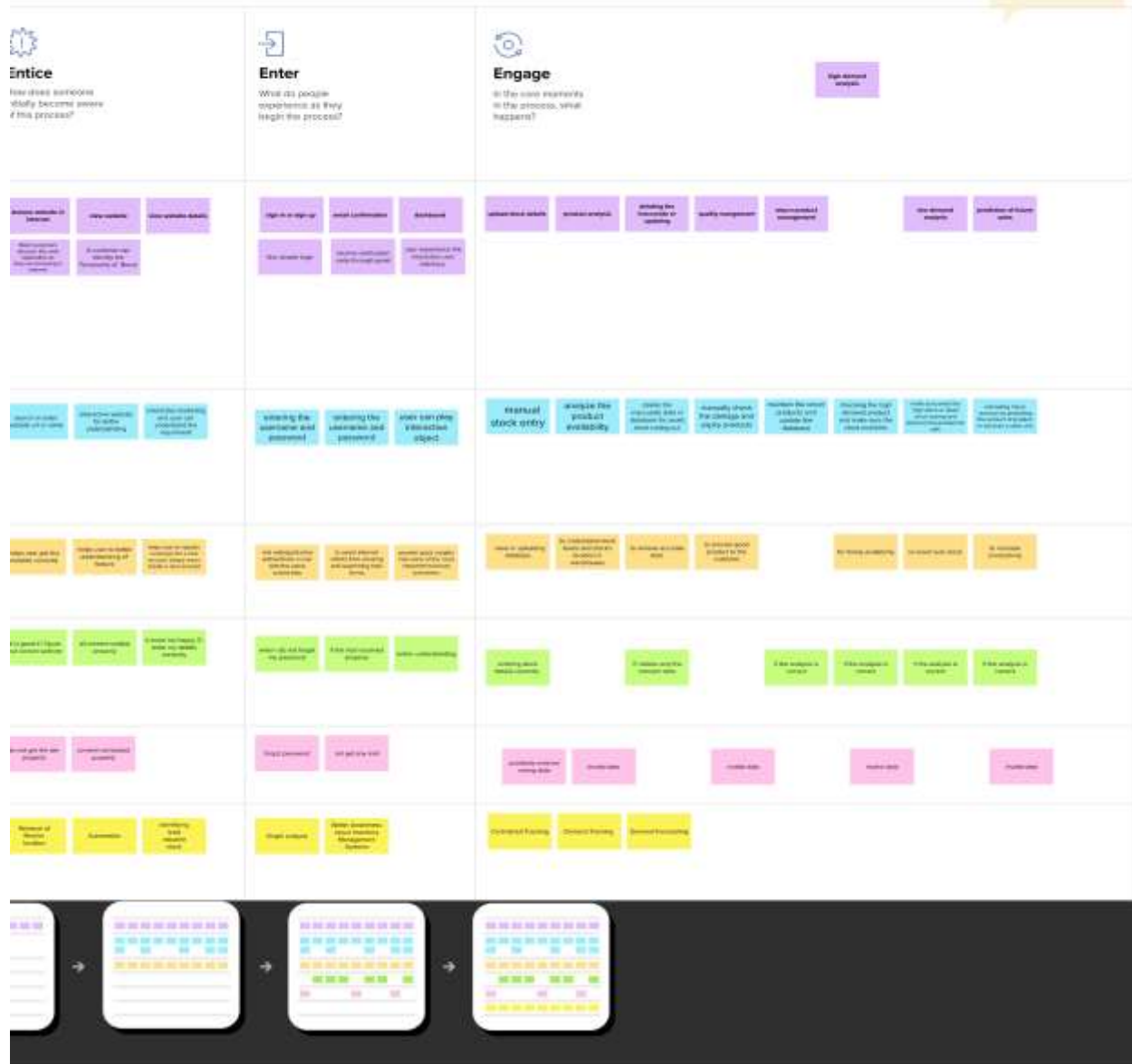
What steps does a typical person find frustrating, confusing, engaging, costly, or time-consuming?



Areas of opportunity

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

Tip
As you will return to this application, make good use of "View Log" that is right depending on the screens you are about visiting.





Exit

What do people typically experience as the process finishes?

complete weekly task

daily sales visit report

final sale report

product quality and customer product feedback system

receiving the ordered product and packaging product, checking accuracy of the receipt and work

the storage number of products that are sold each day

the storage number of products that are sold each day

you can use sales reports to a document that summarizes a business sales activities

to control the work

provide a more detailed view of the company's sales history, trends, and sales volume and customer feedback

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if it is high sale

sell all death stock

improved productivity

if it was sold

low product sale

high death stock

Business Scaling

Expanding Business Portfolio



Extend

What happens after the experience is over?

Better Understanding of purchase trend

efficient stock management

With you take the previous set of your business operations, you can get a clear view of your company's status at every level of your sales process

Automated inventory management. Inventory forecasting for holiday and peak season. Prevent stock outs and overstocking. Reduce maintenance business costs. Better inventory planning and forecasting. Improving supply chain operations. Add new selling channels easily.

Increased information transparency

Difficulty in Maintaining the Physical Storage Facility

Develop a Network Between Suppliers