Project Design Phase-II
CUSTOMER JOURNEY MAP

Date	19 September 2022
Team ID	PNT2022TMID04978
Project Name	Project - Retail Store Stock Inventory Analysis
Maximum Marks	4 Marks

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?	Retailers requires the service in order to avoid overflow and underflow of stock inventory	Better user interface / Provides better security to the data / Notification upon minimum stock	When their profit grows exponentially / Knowing the trends of the product / Understanding mindset of the people	Sales report generation / Less returns of items
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	Prediction of minimum stock and instant notification / Instant sales report generation	Saving the cost / Greater insights / High profit	Avoiding overstock and understock problem / Automatically adding the stocks using barcode scanner	Automatic generation of Stock information / Information transparency / Warehouse management
Touchpoint What part of the service do they interact with?	Through Website	Sign Up form / Shop Id and phone Number / Inventory dashboard	Visualization of profit / Depicts the product in trend / Reminds when to stock up	Share button / Invite link / Social media messages
Customer Feeling What is the customer feeling? *Tip: Use the emoji app to express more emotions*	🤯	🫤	🙁	🤗
Backstage				
Opportunities What could we improve or introduce?	Identifying the understock of the product being frequently	Visualization of inventory	Centralized tracking	Transparent Performance
Process ownership Who is in the lead on this?	Retailer	Retailer	Retailer	Retailer, New customers

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