Project Design Phase-II
Customer Journey

Date	19 October 2022
Team ID	PNT2022TMID24328
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	4 Marks

Customer Journey:

	Discovery — Why do they ever start the journey?	Sharing — why would they invite other?	Onboarding and first use — How can they feel successful?	Registration — why would they trust us?
Journey steps — which step of the experience are you describing?				
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	Tries to identify the status of best seller / By calculating cost of goods sold	By Avoiding stock-out and over stocking / Inventory of each product / Cost of inventory	By visualization charts / complete understanding of product / Availability of product
Need and pains — what does the customer want to achieve or avoid? Tip:Reduce ambiguity,e.g.by using the first person narrator.	Get information about product / product satisfaction / stock quality	Low quality miserable / over cost anxiety quality satisfaction	Tracking inventory in advanced / Availability of stock at time / Reordering point	Help to find the availability of the product / Help to find relevant information about retail store stock inventory
Touchpoint — What part of the service do they interact with?	Profit/loss information / short team forecasting / over stocking	quality of product of services / feedback about store stock inventory	ordering product when they need / product quality and quantity / Reorder to avoid stock-out	Multi-product inventory analysis / Weekly report / Each product profit/loss details
Customer feeling — What is the customer feeling? Tip:use the emoji app to express more emotions		🥲	😵	😄
Opportunities — what could we import 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