

# 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 retailers

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TIP  
As you add steps to the experience, move each these "Five Es" the left or right depending on the scenario you are documenting.

	<div>SCENARIO</div> <div>handling,ordering,storing, selling the product</div>			<div>Entice</div> <div>How does someone initially become aware of this process?</div>			<div>Enter</div> <div>What do people experience as they begin the process?</div>			<div>Engage</div> <div>In the core moments in the process, what happens?</div>			<div>Exit</div> <div>What do people typically experience as the process finishes?</div>			<div>Extend</div> <div>What happens after the experience is over?</div>		
	<div>Steps</div> <div>What does the person (or group) typically experience?</div>			<div>browse website in internet</div> <div>view website</div> <div>view website details</div> <div>Most customers discover this web application as they are browsing in internet</div> <div>A customer can identify the Personality of Brand</div>			<div>sign in or sign up</div> <div>email confirmation</div> <div>dashboard</div> <div>fast, simple login</div> <div>receive verification code through gmail</div> <div>user experience the interactive user interface</div>			<div>upload stock details</div> <div>product analysis</div> <div>deleting the inaccurate or updating</div> <div>quality mangement</div> <div>return product management</div> <div>high demand analysis</div> <div>low demand analysis</div> <div>prediction of future sales</div>			<div>complete weekly task</div> <div>daily sales visit report</div> <div>final sale report</div> <div>product quality and wanted product feedback system</div>			<div>Better Understanding of purchase trend</div> <div>efficient stock management</div>		
	<div>Interactions</div> <div>What interactions do they have at each step along the way?</div> <div>People: Who do they see or talk to?</div> <div>Places: Where are they?</div> <div>Things: What digital touchpoints or physical objects would they use?</div>			<div>search or enter website url or name</div> <div>interactive website for better understanding</div> <div>interactive marketing and user can understand the requirement</div>			<div>entering the username and password</div> <div>entering the username and password</div> <div>user can play interactive object</div>			<div>manual stock entry</div> <div>analyze the product availability</div> <div>delete the inaccurate data in database for avoid stock runing out</div> <div>manually check the damage and expiry products</div> <div>maintain the return products and update the database</div> <div>checking the high demand product and make sure the stock available</div> <div>make sure avoid the high stock or dead stock buying and discount the product for sale</div> <div>estimating future revenue by predicting the amount of product or services a sales unit</div>			<div>removing the expired product and damaged product, checking accuracy of the report and stock</div> <div>the average number of products that are sold each day</div> <div>the average number of products that are sold each da</div> <div>user can visit sales analysis report, it a document that summarizes a business's sales activities</div>			<div>helps you take the guesswork out of your business decisions by giving you a clear view of where your company stands at every level of your sales process</div>		
	<div>Goals &amp; motivations</div> <div>At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</div>			<div>helps user get the website correctly</div> <div>helps user to better understanding of feature</div> <div>helps user to register ourselves for a new account simply mean create a new account</div>			<div>lets web application authenticate a user with the same credentials</div> <div>to avoid internet robots from abusing and spamming their forms</div> <div>provide quick insights into some of the most important business processes</div>			<div>save or uploading database</div> <div>to understand stock levels and stock's location in warehouses</div> <div>to remove accurate date</div> <div>to provide good product to the customer</div> <div>for timely availability</div> <div>to avoid over stock</div> <div>to increase productivity</div>			<div>to control the stock</div> <div>provides a more holistic view of the company's sales process, trend happening in the sales volume and overview of each sales reps action.</div> <div>provides a more holistic view of the company's sales process, trend happening in the sales volume and overview of each sales reps action.</div> <div>provides a more holistic view of the company's sales process, trend happening in the sales volume and overview of each sales reps action.</div>			<div>Automated inventory management. Inventory forecasting for holiday and peak season readiness. Prevent stock outs and overselling.. Reduce ecommerce business costs. Better inventory planning and forecasting Improving supply chain operations Add new selling channels easily</div>		
	<div>Positive moments</div> <div>What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</div>			<div>It is good if i figure out correct website</div> <div>all content loaded properly</div> <div>It make me happy if i enter my details correctly</div>			<div>when i do not forget my password</div> <div>if the mail received properly</div> <div>better understanding</div>			<div>entering stock details correctly</div> <div>if i delete only the concern data</div> <div>if the analysis is correct</div> <div>if the analysis is correct</div> <div>if the analysis is correct</div> <div>if the analysis is correct</div>			<div>if it is high sale</div> <div>sold all death stock</div> <div>increased productivity</div>			<div>Increased information transparency</div>		
	<div>Negative moments</div> <div>What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</div>			<div>do not get the site properly</div> <div>content not loaded properly</div>			<div>forgot password</div> <div>not get any mail</div>			<div>accidently entered wrong data</div> <div>invalid data</div> <div>invalid data</div> <div>invalid data</div> <div>invalid data</div>			<div>if i was tried</div> <div>low product sale</div> <div>high death stock</div>			<div>Difficulty in Maintaining the Physical Storage Facility</div>		
	<div>Areas of opportunity</div> <div>How might we make each step better? What ideas do we have?</div>			<div>Retrieval of Retailer location</div> <div>Automation</div> <div>Identifying least valuable stock</div>			<div>Graph analysis</div> <div>Better Awareness about Inventory Management Systems</div>			<div>Centralized Tracking</div> <div>Demand Tracking</div> <div>Demand Forecasting</div>			<div>Business Scaling</div> <div>Expanding Business Portfolio</div>			<div>Develop a Network between Retailers</div>		



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