

PROJECT DESIGN PHASE -II

CUSTOMER JOURNEY MAP

DATE	12 OCTOBER 2022
TEAM ID	PNT2022TMID28174
PROJECT NAME	INVENTORY MANAGEMENT SYSTEM FOR RETAILORS
MAXIMUM MARKS	2 marks

CUSTOMER JOURNEY MAP:

A customer journey map is a visual representation of the customer journey (also called the buyer journey or user journey). It helps you tell the story of your customers' experiences with your brand across all touch points. Whether your customers interact with you via social media, email, live chat or other channels, mapping the customer journey out visually helps ensure no customer slips through cracks.

Customer segment	Scenario				
Stages	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Activities	Open an account and register themselves	Every details of the customer need to be given	Select the desired product	Allocate the product and chose the product for billing	Communication between customer and retailer should be good
Emotions	Feeling excited	Feeling enthusiastic for buying the products	Feeling happy for getting discounts	Finally customer gets satisfied	
Pain Points	Can't able to use product without internet	They need to share data to others	Need to share sales and customers details to other organizations	Extra cost for accessing this service	
Opportunities	Able to reduce the manpower	Able to maintain their stocks efficiently	They avoid mistakes in making orders	Provide a good experience to the customer	



