

PROJECT DESIGN PHASE-II

CUSTOMER JOURNEY MAP

TEAM ID	PNT2022TMID16620
PROJECT NAME	RETAIL STORE STOCK INVENTORY ANALYSIS

Customer Journey Map:

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?	Product details	To search the quality of product	About inventory and where to start	By shipment details	Complete understanding of products	Availability of products	By memory of each product	Avoiding stock-out and over stocking	Line of inventory	Tries to identify the status of their seller	By calculating cost of products sold
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity; e.g. by using the first person narrator.	Product satisfaction	Get information about products	From quality	Help to find the availability of the products	Help to find relevant information about retail store stock inventory	Tracking inventory is advanced	Availability of stock at time	Reordering point	Low quality manufacturer	Supplier having quality guidelines	
Touchpoint What part of the service do they interact with?	Short-term forecasting	Overstocking	Profit/loss information	Multi-product inventory analysis	Weekly report	Each product profitability details	Ordering products when they need	Reorder to avoid stockout	Product quality and quantity	Quality of services	Provides price related information
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions											
Backstage											
Opportunities What could we improve or introduce?	USER FRIENDLY			PROPER ANALYSIS			PROFIT/LOSS			QUALITY/QUANTITY	
Process ownership Who is in the lead on this?	Retailer			Retailer			Retailer and supplier			Retailer and supplier	

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