SCENARIO Browsing, booking, **Entice Enter Extend** Engage attending, and rating a local city tour How does someone What do people What happens after the What do people In the core moments experience is over? initially become aware typically experience in the process, what experience as they of this process? as the process finishes? begin the process? Searching for retail stock management tools Steps Decide Analyze Review typically experience? From the observed representation like profit/ loss factors, customer makes the decision The stock details are Customer creates
account for their store
using the valid credentials
like GSTIN number, store Dashboard shows the progress of the inventories, payments, bills etc... Customer reviews
the result from the
decision made by
the Dashboard Website uses customized By the decisions the customer performs the action to improve the store's profit New products made available based on the consumers interest Based on the demand and availability, stocks To test the tool they visit Customer analyze from the Dashboard representation Notified about the stock alert through emails By the review the Customers always search for good tools uploaded as a dataset to the website Customer learn from demo videos the Website or App to know how it works and dashboard for the whether it suits future permit etc... Interactions Dashboard section to Customer-to-Demo video section Login/Signup page used to identify the view the sales customer to show demo about What interactions do they have at progress and stock the lossy practices in recommendation how to use the type retailer each step along the way? tracking product the sales People: Who do they see or talk to? Email section to Dataset upload Stock Recommendation Raise issues section Chat section to clarify section to get the customize the type of section shows the on-Places: Where are they? helps the customer to stock details of the doubt by chating to demand stocks do be email should be used raise product issues included in the store Things: What digital touchpoints or store the staff to notify the alerts to the Admin team physical objects would they use? Does following the suggestion will keep away the chance of Goals & motivations To know how the Want a demo to To know reason for dashboard works what the credentials to create account experience the At each step, what is a person's should be included Does issue can be resolved quickly to product primary goal or motivation? To know how the dashboard works what Which type datasets and what not Lossy practices Doubt clarification Whether follow the ("Help me..." or "Help me avoid...") to be uploaded or using chat with maintain the progress should be included how the deatils guiders from the website and what not to be **Positive moments** The Demo experience helps to learn all about the Good dashboard which shows full progress of the store What steps does a typical person away from misuse of the software find enjoyable, productive, fun, practices software motivating, delightful, or exciting? process Negative moments Bad feedbacks which will make the current customer guilty Demo not upto the mark incomprehensible store progress representation What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? Not supporting widely used Dataset inputs Poor Dashboard customisation features Bad and pointless recommendations decisions by suggestion is relevant observing the and ask all the relevant the software the software explorable dashboard out to the tech What have others suggested? support between be missed