

**Project Design Phase-I**  
**Proposed Solution**

Date	10 October 2022
Team ID	PNT2022TMID04960
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	2 Marks

# Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or journey from start to finish. When possible, use this step to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Product Leadership with **Product School**

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How can we improve our customer experience?

Product School

**Document an existing experience**

Remove your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

	<b>Enrich</b> <small>How does someone initially become aware of the product?</small>	<b>Enter</b> <small>What do people experience as they begin the process?</small>	<b>Engage</b> <small>What core experience do they have while engaged?</small>	<b>Exit</b> <small>What do people typically experience as the process finishes?</small>	<b>Extend</b> <small>What happens after the experience is over?</small>
<b>Steps</b> <small>What does the person or group typically experience?</small>	   	   	   	   	   
<b>Interactions</b> <small>What interactions do they have at each step along the way?</small> <ul style="list-style-type: none"> <li>People who do this are usually...</li> <li>Where do they see this?</li> <li>Where do they see this?</li> </ul>	  	  	  	  	  
<b>Goals &amp; motivations</b> <small>At each step, what is a person's primary goal or motivation? (Help me, I'm "helping me out.")</small>	  	  	  	  	  
<b>Positive moments</b> <small>What steps along a typical journey are enjoyable, surprising, fun, interesting, insightful, or exciting?</small>	 	 			
<b>Negative moments</b> <small>What steps along a typical journey are frustrating, confusing, irritating, boring, or otherwise unpleasant?</small>	  				
<b>Areas of opportunity</b> <small>How might we make each step better? What can we do next? What have others suggested?</small>	  	 			

