

Project Design Phase-I
Proposed Solution

Date	30 October 2022
Team ID	PNT2022TMID04961
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 process 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.

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the steps they go through someone typically experiences, then add detail to each of the other rows.

	Enter How does someone initially encounter some of the process?	Enter What do people experience as they begin the process?	Engage In the core experience in the process, what happens?	Exit What do people typically experience as the process finishes?	Extend What happens after the experience is over?
Steps What steps do people go through typically experienced?					
Interactions What interactions do they have at each step along the way? • People Who do they see or talk to? • Places Where are they? • Things What digital touchpoints or physical objects do they use?					
Goals & motivations What do they want to get out of this process? (Help me... or "Why are you here?")					
Positive moments What steps does a typical person find enjoyable, productive, fun, satisfying, delightful or exciting?					
Negative moments What steps does a typical person find frustrating, confusing, annoying, costly, or time-consuming?					
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?					

