

Project Design Phase-II Customer/User Journey Map

Date	21 October 2022
Team ID	PNT2022TMID26249
Project Name	Retail Store Stock Inventory Analytics
Maximum Marks	

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 visualization more Comprehensibility of product Availability of product	By inventory of each product Avoiding stock-out and over stocking Cost of inventory	Tries to identify the status of best seller By calculating cost of goods 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 product Stock quality	Help to find the availability of the product Help to find relevant information about retail store stock inventory	Tracking inventory in advance Availability of stock at time Reordering point	Use quality measure Over rate inventory quality satisfaction
Touchpoint What part of the service do they interact with?	Short-term forecasting Over stocking Profit/loss information	Multi-product inventory analysis Weekly report Each product profit/loss details	Ordering product when they need Reorder to avoid stock-out Product quality and quantity	Quality of retailer services Feedback about retail store inventory
Customer Feeling What is the customer feeling? Tip: Use the <i>emoji app</i> to express more emotions		😞	😞	😞
Backstage				
Opportunities What could we improve or introduce?	USER FRIENDLY	PROPER ANALYSIS	PROFIT/LOSS	QUALITY/QUANTIT
Process ownership Who is in the lead on this?	Retailer	Retailer	Retailer and supplier	Retailer and supplier

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