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## **TEAM 27**

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### **CUSTOMER JOURNEY & DATA MODEL**

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### **STOCKBRIDGE**

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StockBridge is a cutting-edge platform designed to assist small and medium-sized stores in tackling the issues associated with surplus inventory of slow-moving products or unexpected surges in product demand by uniting stores with similar product categories on a single platform.

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# 1 Customer Journey

## 1.1 Personas

### 1.1.1 Small business in urgent need to sell excess inventory



**Ben**

“ I am looking for something that could help me quickly sell excess inventory

**Bio**

He currently owns a small business in the floral industry. He wants to always have fresh products but he often struggles with slow-moving products and excess inventory which take up a lot of space.

**Core needs**

- Reduce the cost associated with excess inventory
- Increase sales by finding new buyers for surplus products
- Additional revenue by maximising the sales

**Frustrations**

- Loss of revenue due to unsold excess inventory
- Difficulty in finding buyers
- Full storage space prevents bringing new merchandise

### 1.1.2 Medium-sized business in urgent need to refill



**Claire**

“ I am looking for something that could help me when I urgently need something in order to satisfy my customer's needs but the product is out of stock

**Bio**

She currently owns a medium-sized business in the floral industry. Her store is located in a busy street and is often very busy, due to the lack of space. She often struggles with keeping up with demand.

**Core needs**

- Search supplies quickly and at a reasonable cost
- Access to a wide range of products
- Efficient sourcing process in a more convenient way

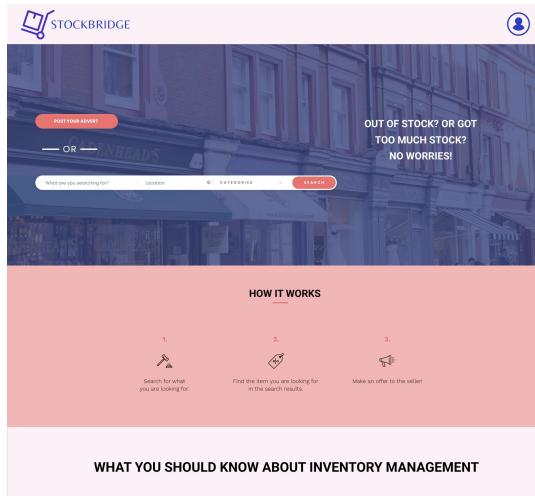
**Frustrations**

- High cost of rush orders or last-minute deliveries
- Difficulty in finding reliable suppliers urgently
- Concerns about the quality

## 1.2 Mockups

### 1.2.1 Scenario 1: Seller (Ben) registers to StockBridge<sup>1</sup>

Let's begin with Ben, who has an excess of orchids and is looking to sell some of them. Upon arriving at our homepage, he wishes to post an advertisement. However, before he can proceed, he must create an account and enter his required information such as the email, the password, the store name, the address etc.



(a) Landing Page Before Subscription

The user details section of the signup sheet includes fields for Email Address (mandatory), Password (mandatory), and Confirm Your Password (mandatory). It also includes a checkbox for accepting the Terms and Conditions and Privacy Policy, and a 'SIGN UP' button.

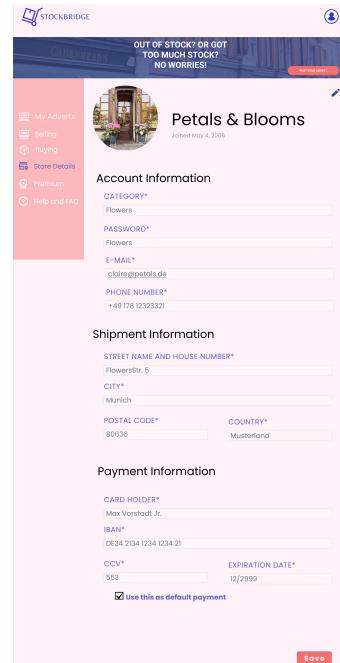
(a) Signup Sheet - User Details

The store details section of the signup sheet includes fields for Store Name (mandatory), Category (mandatory), Street Address (mandatory), City (mandatory), State/Province (mandatory), Postal Code (mandatory), Country (mandatory), and a payment method selection. It also includes a checkbox for accepting the Terms and Conditions and Privacy Policy, and a 'SIGN UP' button.

(b) Signup Sheet - Store Details

<sup>1</sup>It's important to note that buyers are also required to register and log in to our platform in order to utilize its features.

### 1.2.2 Scenario 2: Seller (Ben) modifies his profile



Before posting his advert, Ben wants to upload a store picture to make his adverts more trustworthy. He navigates to the profile page by clicking on the **Account Button** and then choosing **Store Details** in the sidebar menu. He uploads a new picture and then clicks on **Save**.

### 1.2.3 Scenario 3: Seller (Ben) posts a new advertisement

Once Ben has signed up, he can proceed to create his advertisement. He begins by entering the product name, type of advertisement, and category. Once he fills in all the fields a customized form appears showing the category's specific attributes. For the category *Flowers*, he has to fill in the Color, and he can fill in the purchasing date (optional attribute). Besides he fills in all the mandatory attributes that apply to all categories (Quantity and price) and the optional attribute description. Once he clicks on **Submit**, he reaches the product overview page.

(a) Selecting a category

(b) Filling in the product details

(c) Product Overview

#### 1.2.4 Scenario 4: Seller (Ben) prioritizes a posted advert

Ben is interested in giving his advertisement priority placement to increase its visibility. He clicks on **prioritize** and is directed to the premium section. Here, he is presented with the choice to subscribe or purchase prioritization tickets separately. Opting for the Advanced plan, he can go back to the advert and prioritize it by using one ticket.

**Subscription Plans**

You are currently not subscribed to any of the plans

Plan	Description	Cost	Action
Basic	10 adverts/week 10 priority tickets	\$10/month	Purchase
Advanced	15 adverts/week 10 priority tickets	\$15/month	Purchase
Premium	30 adverts/week 10 priority tickets	\$20/month	Purchase

**Subscription Plans**

You are currently subscribed to the **Advanced** plan \*

\*your subscription will be automatically renewed monthly

Plan	Description	Cost	Action
Basic	10 adverts/week 10 priority tickets	\$10/month	Purchase
Advanced	15 adverts/week 10 priority tickets	\$15/month	Purchase
Premium	30 adverts/week 10 priority tickets	\$20/month	Purchase

(a) Premium Section

(b) Ben clicks on Advanced membership plan

**STOCKBRIDGE**

**PRODUCT OVERVIEW**

Category: Flower      Store: Petals & Blooms      Store Rating: ★★★★

**PRODUCT DETAILS**

PRIORITIZATION TICKETS		Date
Current Deal:	10 tickets	01.05.2023
Usage:	0 / 10	

Refill & Prioritize      Prioritize

Quantity: 15 pcs      Price: 10\$

Prioritize

**STOCKBRIDGE**

**PRODUCT OVERVIEW**

Category: Flower      Store: Petals & Blooms      Store Rating: \*\*\*\*\*

**PRODUCT DETAILS**

**Orchids**      REFERENCE: ZHKW09E

Freshly bought orchids waiting for a matching vase!

Color: Blue      Purchased on: 29.04.2023

Quantity: 15 pcs      Price: 10\$

Prioritized

(c) Ben returns to product overview and clicks on prioritize again.

(d) Prioritized Product Overview

### 1.2.5 Scenario 5: Buyer (Claire) looks up an advert and makes an offer to the Seller (Ben)

Claire is in sudden and urgent need of blue Orchids. She needs 7 orchids, a quantity that she does not usually have available in the store. She goes on the platform (she is a frequent user, so she is usually logged in) to check the new sales adverts.

1. Claire scrolls down to the flowers section on the landing page. She then clicks on Ben's offer for Blue Orchids and lands on the product's overview page.
2. Claire checks the store's information by clicking on the store's name at the top of the page.
3. Claire checks the store's full reviews by scrolling down to the reviews section at the bottom of the product's overview.

The image shows two screenshots of a platform interface. On the left, the 'Home page' (a) displays a sidebar with a 'Filter' section and a main area titled 'ACTIVE ADVERTS' showing 'SELLING' and 'BUYING' categories. Under 'FLOWERS', there are three items: 'Stargazer Lilies', 'Easter Lilies', and 'Orchids'. On the right, the 'Product Overview' (b) for 'Orchids' shows details like 'REFERENCE: ZHKW09E', 'Color: Blue', 'Purchased on: 29.04.2023', 'Quantity: 10 pcs', and 'Price: 10\$'. A 'Buy' button is visible.

(a) Home page

(b) Product Overview

The image shows two screenshots of a platform interface. On the left, the 'Store Details View' (c) for 'Petals & Blooms' shows the store's address ('Betriebsstraße 21, München, 12345'), category ('Retailer'), member since ('30.03.2022'), and product ('Flowers'). It also shows a 'Customer Reviews' section with three reviews from 'Wildflower Florist', 'Floral Impressions', and 'Fragrant Flowers', each with a 5-star rating. On the right, the 'Store Reviews Section' (d) shows a single review from 'Wildflower Florist' dated '02.05.2023' with a 5-star rating, stating 'Great service, shipment arrived on time....'

(c) Store Details View

(d) Store Reviews Section

4. Claire clicks on the **Buy** button and gets prompted to adjust a form with her required quantity and the price she proposes for the offer
5. Claire fills in her wishes and confirms the offer
6. The offer is added to her outgoing offers list in the Buying section of her account

(a) Offer Setting Form

(b) Offer Confirmation

(c) Outgoing Offers Tab - Buyer's Perspective

### 1.2.6 Scenario 6: Seller (Ben) accepts the buying offer from the Buyer (Claire)

Ben navigates to his posted adverts section under his profile and checks his last published advert. He sees that there is a new open offer so he clicks on it to see the offer details. He is satisfied with the offered price and the requested quantity so he accepts the offer. Ben sees a confirmation about the offer acceptance.

The image shows two screenshots of the Stockbridge app interface. On the left, under 'My Adverts', there is a card for 'Orchids' with a quantity of 10 and a price of 10\$. On the right, under 'PRODUCT DETAILS', there is a card for 'Orchids' with a color of blue, purchased on 29.04.2023, and a quantity of 10. Both screens show a large image of blue orchids in a pot.

(a) My Adverts view

(b) Product Details View

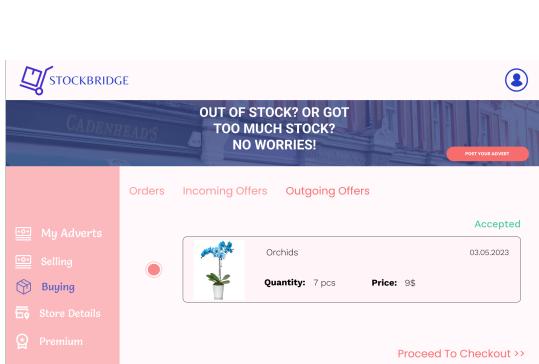
The image shows two screenshots of the Stockbridge app interface. On the left, under 'OFFER OVERVIEW', there is a card for 'Orchids' with a buyer of 'The Flower Patch', a quantity of 7, and a price of 9\$. There are red 'X' and green checkmark buttons at the bottom. On the right, under 'OFFER OVERVIEW', there is a confirmation message: 'Offer from The Flower Patch accepted! You have 3 remaining orchids'. Both screens show a large image of blue orchids in a pot.

(c) Approving an offer

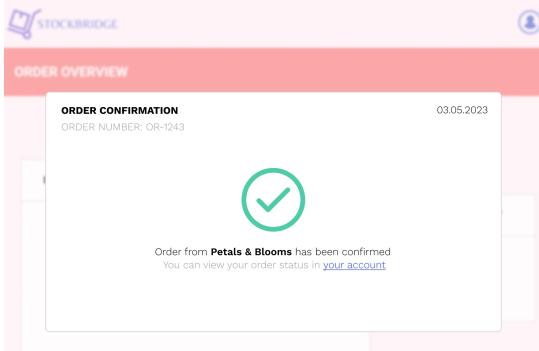
(d) Confirmation of approved offers

### 1.2.7 Scenario 7: Buyer (Claire) confirms the order by paying for the Orchids

After that Ben accepted the offer, Claire could now pay for the order. She proceeds to the profile page, then clicks on the **Buying** tab of the sidebar menu. She selects the orders and clicks on **Proceed to Checkout** to view the order and enter her payment method. Finally, she clicks on **Place Order**.



(a) Claire selects the accepted offer



(b) Order Confirmation

This screenshot shows the 'CHECKOUT SHEET' page. It includes sections for 'ITEMS IN ORDER' (listing 7 blue orchids), 'ORDER SUMMARY' (Subtotal: \$8, Sale: \$0, Total: \$8), 'PAYMENT INFO' (fields for Card Number, Expiration Date, and Security Code), 'SHIPPING METHOD' (radio buttons for COVERED BY BUYER/SELLER, DHL, UPS, and HERMES), 'SHIPPING ADDRESS' (fields for Full Name, Street Address, City, State/Province, Zip/Postal Code, and Country), and 'CUSTOMER INFO' (Email field). A red 'PLACE ORDER' button is located at the bottom right.

(a) Checkout Sheet

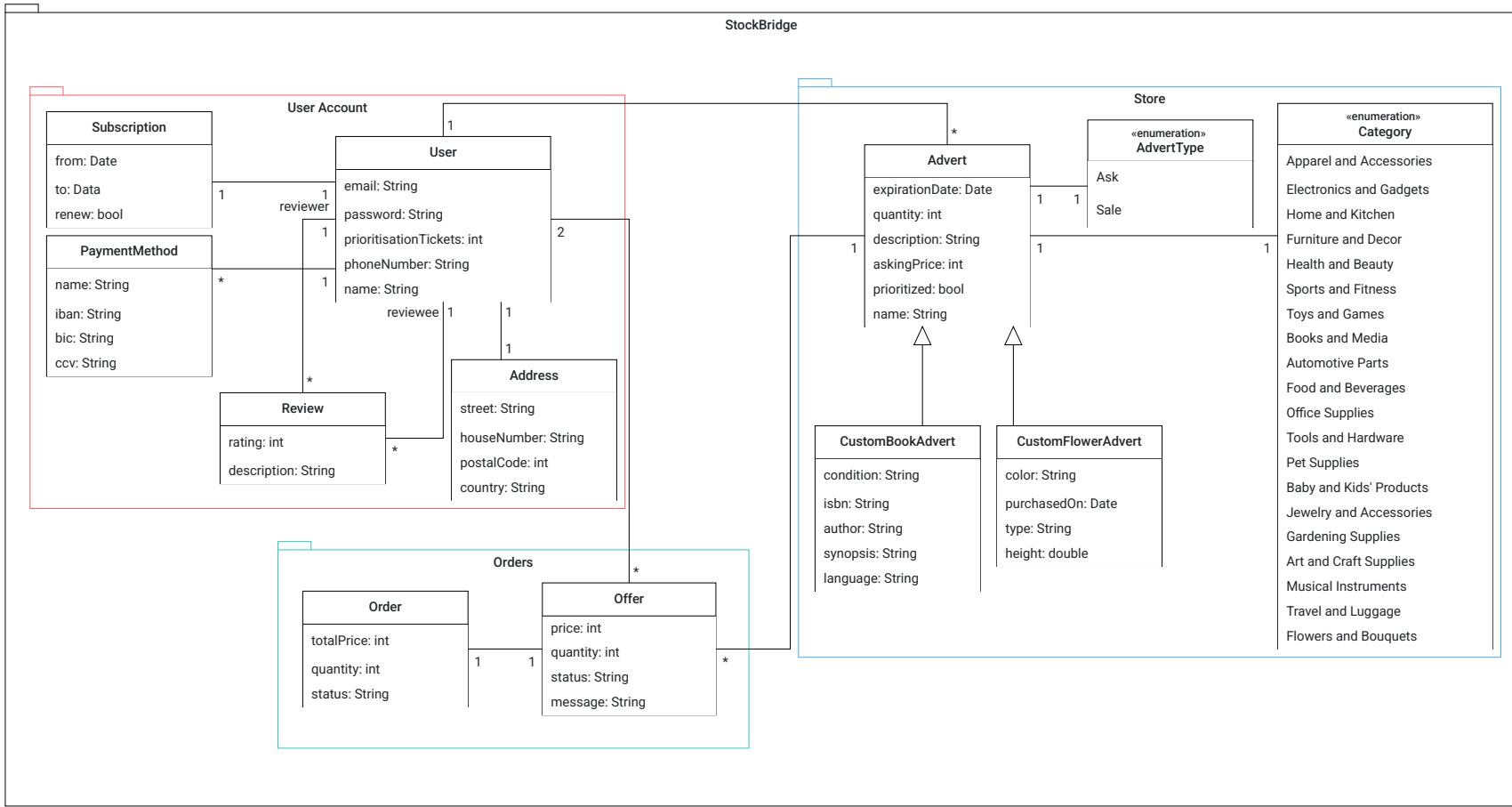
## 1.3 Remarks

Although in the above Customer Journey, we had the example that the seller is posting an advert and the buyer making an offer to buy. It is also possible for the buyer to post an advert and the seller to make an offer to that advert. The buyer would then accept the offer, and then confirm the order and enter the payment method on the Account Page.

## 1.4 References

- All icons: Flaticon (<https://www.flaticon.com/>)
- Photograph of Login Page: (<https://theshopkeepers.com/guides/nolita/>)
- Photograph of Home Page: (<https://www.cntraveller.com/gallery/where-to-shop-in-london>)
- Claire and Ben's picture: (<https://www.pexels.com/>)

## 2 Conceptual Data Model



The subclasses of the **Advert** class represent the custom classes of the different product categories. This customization is supposed to model the different attributes that different product categories can have. The presented subclasses do not represent the whole list of subclasses we would like to present in our platform. However, for the sake of modeling simplicity, we decided to start with the categories *Flowers* and *Books* and let the rest of the categories only adhere to the attribute list of the parent class *Advert*.