

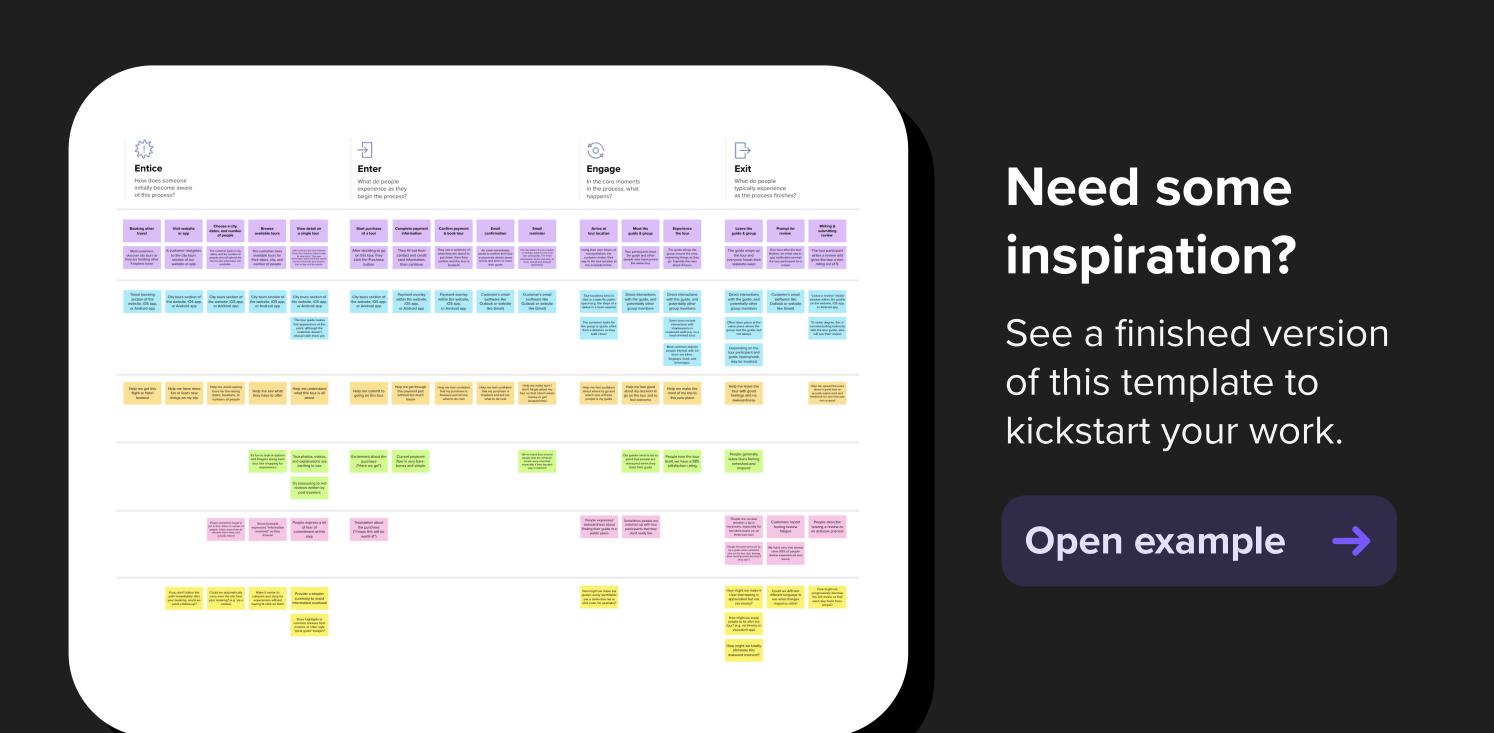
## Customer experience journey map

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 map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with



Share template feedbac





## 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 step-by-step process someone typically experiences, then add detail to each of the other rows.

Browsing, booking, attending, and rating a local city tour	Entice  How does someone initially become aware of this process?	Enter  What do people experience as they begin the process?	Engage In the core moments 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 does the person (or group) typically experience?	Sign in and login the application  alerts the retailers updates on the stock updates	Log in to the website  Optimized user interface  Look for existing items in the website	Identifying most valuable stock  Limit the unnecessary stock	They Should Know the purchased history log out	Gathering feedback of end users  Updates Should be sent to them regularly
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 would they use?	Have a conversation with existing retailers in the market  Only registered or authorized user can be able to login into the application	getting user credentials  Display of Dashboard containing stock details	Live Chat bot  database allocation and updation	Deleting stock details  Notification on their ordered product	Checking on their queries Engaging process with the customers
Goals & motivations  At each step, what is a person's primary goal or motivation?  ("Help me" or "Help me avoid")	To successfully register in the data safely recorded website	Notifying the users on time  To update the items correctly  Having sufcient supply	Alerts on Inventory  Batch Tracking	Scale or shrink the production of extra cost  Continuous updates on Inventory	To get user's review  All products should be available to the customers
Positive moments  What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Successful registration using email  Mail notification when the minimum stock is only available	Increased Discounts  Notification on recent Details on the product	Notifications on OFFERS  Easy Payment options and Delivery Process	When order is shipped product is successfully successfull	Feedback from the customers  Increased information transparency
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Complex to understand the process  Error in verifcation	System crash due to Profit details not more users on SALES day	Poor Production Planning Inconsistent Tracking	Damaged products  Damaged products  delivery process	Not responding to the users on time  Crash of the Website during OFFER days
Areas of opportunity  How might we make each step better? What ideas do we have?  What have others suggested?	Multiple user interaction Implementing online Payment method	Updating stock details  Lot's of Discounts to attract CUSTOMERS	Demand Forecasting  Assist Through the entire purchase process	Delivery of the product should be quick and safe  More people should be able to access it	Easy refundable feedbacks and feedbacks through phone calls