














# REQUIREMENT ANALYSIS

## CUSTOMER JOURNEY MAP

<p>Scenario: [Existing experience through a product or service]</p>	<p> <b>Entice</b> How does someone become aware of this service?</p>	<p> <b>Enter</b> What do people experience as they begin the process?</p>	<p> <b>Engage</b> In the core moments in the process, what happens?</p>	<p> <b>Exit</b> What do people typically experience as the process finishes?</p>	<p> <b>Extend</b> What happens after the experience is over?</p>
<p> <b>Experience steps</b> What does the person (or people) at the center of this scenario typically experience in each step?</p>	<p>Sees toy ads online and in store</p> <p>Hears kids talking about trending toys at school</p>	<p>comparing toys</p> <p>checking prices and reviews</p>	<p>Adding to cart</p> <p>checking out</p>	<p>Receiving</p> <p>giving to the child</p>	<p>Getting relaxed</p> <p>thinks about the customer</p>
<p> <b>Interactions</b> What interactions do they have at each step along the way?</p> <ul style="list-style-type: none"> <li><b>People:</b> Who do they see or talk to?</li> <li><b>Places:</b> Where are they?</li> <li><b>Things:</b> What digital touchpoints or physical objects do they use?</li> </ul>	<p>ADS</p> <p>Social media</p> <p>Youtube</p>	<p>product pages</p> <p>youtube reviews</p>	<p>checkout system</p> <p>credit cards</p> <p>mobile apps</p> <p>delivery options</p> <p>physical checkout counters</p>	<p>instruction manuals</p> <p>Customer support</p>	<p>behaviour</p> <p>how they carry things</p> <p>does any damage</p>
<p> <b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")</p>	<p>helps to find that is more suitable for their child</p>	<p>helping customer to buy a needed product</p>	<p>helps to buy quickly</p> <p>secure and confident</p>	<p>feeling relief</p> <p>thinks about their choice</p>	<p>understanding how to handle the people</p>
<p> <b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?</p>	<p>discover a trending toy</p> <p>customer satisfaction</p> <p>good reviews</p>	<p>seeing toys with high ratings</p>	<p>Finding a deal</p> <p>getting fast delivery</p>	<p>Child loves the toy</p> <p>works as expected</p>	<p>customer support</p> <p>profits regarding purchase</p>
<p> <b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?</p>	<p>feeling overwhelmed by options</p> <p>confused and stressed</p>	<p>confusion about quality</p> <p>safety</p>	<p>Item out of stock</p> <p>unclear shipping info</p>	<p>Toy is broken</p> <p>Does not match the description</p>	<p>Bargain</p>
<p> <b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?</p>	<p>Use data to highlight top-selling</p> <p>selling trending toys on websites</p>	<p>category wise performance data</p> <p>age wise products</p>	<p>Use forecasting data to improve stock accuracy by season</p>	<p>Encourage reviews</p> <p>collecting feedback to improve future decisions</p>	<p>Tried to satisfy the customer</p>
<p> Product School <small>Created in partnership with Product School</small></p>	<p> See an example</p>				