

## Customer Journey Map

### Strategic Placement Analysis

This map represents how a product strategist or marketer interacts with strategic placement data to optimize product visibility and conversions.

Stage	Need	Action	Touchpoint	Pain Point	Opportunity
Discover	Understand current product visibility	Gathers product placement reports	Emails, POS data, store images	Disconnected and outdated info	Unified placement tracking dashboard
Explore	Identify high-traffic placement zones	Reviews store performance manually	Store visits, Excel sheets	Tedious and subjective	Geo-tagged heatmaps in BI tool
Engage	Optimize product display effectiveness	Tests different visual layouts	Store mockups, feedback forms	Limited experimentation capability	Interactive layout simulator
Decide	Recommend optimal placement strategy	Compiles findings into reports	PPTs, Excel summaries	Hard to visualize impact	Use Tableau or Power BI with impact visuals